The Official Trade Newsmagazine For Professional Mobile Disc Jockeys

Mobile Beat

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August / September 1991 Vol. #1 Issue #3

IN THIS ISSUE

Mobile Beat's 1991.5

DJ Equipment Directory

Your complete listing of DJ Sound, Lighting & Accessory Manufacturers including warranty information, prices and how to contact them!

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The Official Trade Newsmagazine For Professional Mobile Disc Jockeys

Issue #3 August/September 1991

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PLUS MUSIC CHARTS - PLAYLISTS - "EXPO UPDATE" - OFF-BEAT - PLUS THE REST OF OUR REGULAR COLUMNS AND THEN SOME!

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FRIDAY AUGUST 30, 1991

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SOUNDTECH - *1828CD SPEAKER SYSTEM*
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OPTEC - *ELLIPSCAN*

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Mobile Beat

Published By
LA COMMUNICATIONS

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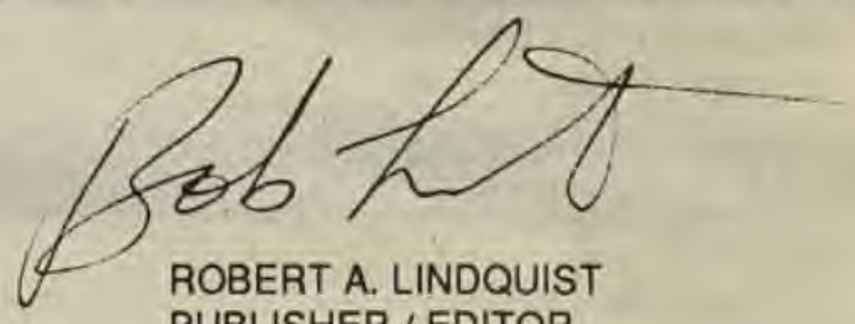
FROM THE PUBLISHER

Why is Mobile Beat important? Since our first issue in April of this year, we've received literally hundreds of pieces of mail from DJs throughout the US, Canada and elsewhere. The vast majority have expressed, with great enthusiasm, their joy that a magazine specifically for Mobile DJs is, at last, a reality. Rest assured, however, that our commitment goes well beyond the mere task of filling pages with words and pictures.

If there's one thing that I've learned since first becoming involved with the Mobile DJ industry on an multi-national level, it's how similar professional DJs are in terms of their attitudes and how they conduct business. Although it's a fact missed by most everyone outside the industry, most Mobile DJ service operators are serious business people. They are concerned about more than just spinnin' tunes. Our first job, at Mobile Beat, is to address those reader concerns which deal with the day to day activities of running a mobile service. We have established an "open line" with our readers and encourage you to write us with any concerns or questions you may have. If we can't find an answer within our own talented and experienced board of advisors, we'll pursue it elsewhere.

Secondly, our task is to keep an eye on those activities outside the industry which may, at some future time, have an impact on everyone operating a Mobile DJ Service. At the recent Consumer Electronics Show in Chicago, I spoke with a representative of the Home Recording Rights Coalition, which is a coalition of consumers, retailers and manufacturers of audio and video recording products. During the discussion, I learned of how the recording industry is continuing it's strive to obtain royalties from individuals who record music for their own private use (not for profit). So far, according to the HRRC, "The recording industry has presented Congress with no good reason for tampering with a freedom enjoyed by millions of Americans: the right of home taping". But this does raise some interesting questions, especially with recordable CDs and other, even newer recordable mediums just down the road. This is just one example of the kind of issues we'll be reporting on in the very near future.

HOW CAN YOU HELP? BY BEING ALERT! ANYTIME YOU READ AN ARTICLE OR HEAR SOMETHING OF INTEREST TO OTHER MOBILE DJS, WRITE OR CALL US. We appreciate the kind support all Mobile Beat readers and advertisers have shown thus far. By remaining open to your comments, questions and concerns, we can accomplish our goal of giving you an issue that's bigger and better each time a new Mobile Beat rolls off the press.



ROBERT A. LINDQUIST
PUBLISHER / EDITOR
MOBILE BEAT MAGAZINE

Mobile Beat is published bi-monthly (six issues per year) by LA Communications, (716) 385-9920. Subscriptions may be obtained from US residents by sending $19.95 for 6 issues or $34.95 for 12 issues to Mobile Beat, c/o LA Communications P.O. Box 43, East Rochester, NY, 14445 or by calling 1-800-836-9355 for orders charged to Visa or Mastercard. Subscriptions mailed to Canada are $29.95 (Canadian Funds) per year (due to the additional cost of postage in Canada). Subscription rates are subject to change. Columns, articles, press releases and letters to "Feedback" are welcomed. Mobile Beat reserves the right to edit all material submitted and all advertising material is subject to the publisher's approval. The publication of any advertisement in this magazine does not constitute an endorsement by the publisher. Views expressed in Mobile Beat are those of the authors and contributors and do not necessarily reflect the opinions of the ownership or management of Mobile Beat. All rights reserved. Reproduction of copy, photography or artwork prohibited without permission of the publisher.

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FEEDBACK

COMPILED AND EDITED BY
MIKE BUONACCORSO

The Mobile Beat Network continues to expand. With each passing week, we are meeting and talking with more and more MDJs and others who service our industry. We invite you once again to write "Feedback" with your comments and concerns about our expanding industry.

■■■■■■■

On the subject of "concerns" and "expanding industry", many MDJs have indicated cut-rate competition as a major problem in their areas. From Phoenix, Arizona, Lew Jones of TRAVELSOUND DJ SYSTEMS writes that he competes with "dad-bought-me-the-equipment-to-keep-me-off-of-the-street" jocks to whom fifty bucks for six hours sounds great. Dave Lundon of SENSORY OVERLOAD SYSTEMS in Cedar Rapids, Iowa, reports that his new competition can purchase an "all you need" MDJ package at the local Radio Shack for around $500. Is this the "growing market" or just oversaturation?

■■■■■■■

Following Mobile Beat Issue #1, more music information was the request, so beginning with issue #2, we added ...MORE MUSIC INFORMATION! Now we've received comments from some MDJs that don't find DJ Tom's "Platters that Matter" or our Streetsound charts of current dance music relevant. I personally started in this business in 1975 and if I didn't keep an eye on the new releases, I'd have had a pretty small music collection and an even shorter career. The fact is, they aren't making any new oldies. Since we're bi-monthly, these charts are timely when the magazine hits the streets. In many cases, trends in dance music filter down to "TOP 40" radio. Therefore, what you see in Mobile Beat should give you a good inclination of what you may need to add to your library within the coming months. Remember, the immortal wedding reception classic, *Celebration*, by Kool and The Gang was a dance hit (#1 October, 1980) before it was ever played by Mobile DJs!

■■■■■■■

The Great Format Controversy continues. We recently received the following letters on this topic:

Dear Editor,

You say there's a controversy over CD's versus cassettes versus vinyl? In whose mind? Vinyl is the best and most logical medium for DJs: inexpensive to manufacture; capable of all the sound quality that most gigs require; easy to handle and tolerant of mishandling; plus the playback equipment is easily repaired or "jerry-rigged" in the field.

CD is an excellent medium for high-density data storage. It works well for consumer music, where long playing times and automatic track selection are of value. It also has exciting possibilities in the area of combining music, images and data. One major weakness is the fragile reflective back coating, which is easily damaged, ruining the CD. Does anyone really think CDs are easier to handle than 45s, which can be stacked on your thumb and riffled like playing cards? And who wants to pay CD prices for ten or fourteen tunes, when you could get the one hit of the bunch on a 45?

There's another point against digital recording in general that I've never seen discussed. I believe it encourages irresponsible music production and mixing. Since CDs came out, we have been subjected to excessive bass, intolerable wide dynamic range that requires constant gain-riding, and damaging transients. I think some of the producers would put square waves on CD and call it music! The analog media imposed reasonable limits that made for a smoother, better recording.

Cassettes, of course, are a disaster. Possible the worst medium for distribution of music since the Edison cylinder of the 1890's. Difficult to cue up, mechanically unreliable, composed of multiple parts (including moving parts), susceptible to damage by magnetic fields—well, you already know.

Having said this, I'll admit that I plan to add CD capability, probably a dual machine (thanks for the reviews!). Oldie collections on CD make sense for DJs. And CD is my only recourse when record companies stubbornly refuse to press hits on vinyl. Given the choice, though, I'd play nothing but 45s.

Charlie Cooper
Charlie Cooper's Dance Party
Charleston, WV

■■■■■■■

Dear Editor:

A few comments on the state of vinyl versus CD. Here in Central Pennsylvania, with few exceptions, vinyl is the format most of my friends in the business would prefer to stay with if we had a choice. Two local "mom and pop" record shops do a great job in supplying 12-inch and 45 product. Both do a booming business with dozens of DJs.

Your article on the two dual CD players now on the market does a great job of driving home the point that while the CD is a fabulous product for the

Express your views! *Voice your concerns! Comment (negatively or positively) on any aspect of the Mobile Disc Jockey industry! Whatever is on your mind - say it in* ***FEEDBACK!*** *Write FEEDBACK, c/o Mobile Beat, P.O. Box 43, East Rochester, NY, 14445!*

consumer, it simple wasn't designed with our business in mind and can't possible equal records for versatility, mixability, and ease of putting on a tight, quality show...

While I've recently added CD players to my systems for the songs unavailable on record, I'd vastly prefer to stay vinyl forever as would most of my friends.

Which brings up an interesting point. Could an enterprising soul, with proper licensing agreements from the record companies, start a service that presses 12-inch singles and 45s as a speciality product strictly for DJs? How about the hundreds of thousands of jukeboxes out there that still take 45s? Are they all simply going to be discarded? I would think not. With proper maintenance, the life expectancy of a jukebox can be 20 years or more! It seems to me this opens up a possibility for very successful "niche" business in vinyl. With all the people I know that prefer records, this could be a potential gold mine!!!!

Ray Thomas
Ray Thomas Enterprises
Carlisle, PA

■■■■■■■■

"It's common knowledge that there are companies that have the rights to continue to produce oldies on 45 (vinyl), it apparently seems to be new releases that have become increasingly harder to find. Considering the assumed greater profit margin on CDs, it would appear the record companies have little motivation to want to consider Ray Thomas' option. Quite the contrary, as a matter of fact. According to Billboard magazine, the most important reason record companies continue to release sitgles in any format appears to be the fact that Billboard will not track a single on its HOT 100 SINGLES or HOT R & B SINGLES charts unless it is commercially available, as, you guessed it, a SINGLE!". . . M.B.

■■■■■■■■

We headed north of the border to consult our Canadian advisors for help answering our next writer:

■■■■■■■■

Dear Mobile Beat,

As you know, we Canucks are spinnin' a lot of cassettes and in the last few years we have had to pay a licensing fee to the "Audio Video Licensing Agency" (A. V. L. A.).

Late last year this agency agreed to make certain changes in their policies and licensing structures, which was great. We appreciated the changes made, but there is still nobody around enforcing the laws concerning copywritten material.

Get this, they actually have a 1-800-number so that we can report anyone that is not licensed. Now, I am the only disc jockey in our area that is licensed, that I know of. Who do you think would be Timmins' next murder victim if I were to start ratting on other jocks? As it is, I am being bad-mouthed for getting a license in the first place. I know that the right thing to do, business wise, is to report them, but some of these guys are the ones that got me started in this business ten years ago. So, I'm struck between my friends/co-workers and my business which I am trying to get going full-time.

Stan Minogue
Stan the Music Man
Timmins, Ontario

It seems if you are trying to get going "full-time" in this business as your letter states, you will have to obey this law and probably many more laws regardless of what your friends and co-workers think or choose to do. The law doesn't say you have to report friends and co-workers who started you in the business ten years ago. Just tell them you plan to grow as a business and intend to obey the law. If Copyright law is here to stay, and our understanding is that it is, particularly in Canada where copyright reform is popular, then your friends and co-workers will eventually have to accept this and learn to work within the law, if not now, then certainly later. As enforcement increases, there could be some casualties among those ignoring the law. At least your developing, full-time operation won't be

FLIPSIDE

78's FOREVER

BY KENNY ZAIL

"78's will live forever", that's what my grandpa said. When "hi-fi" turntables that played 45's came on the market, he refused to buy one. His thinking was "Those funny little records with the big hole are just a gimmick to get you to buy a new record player!".

Now, we are at another crossroad, **vinyl vs. CD**. Note that it's not really vinyl "versus" CD because that would infer that either might win. Vinyl is down to 5% of sales, and that last glimmer of light is the 12" single/mixes. When they blow out that light, those who have not converted to CD will be totally in the dark, so to speak.

Will those DJs who use vinyl instantly go out of business? No. Vinyl jocks will continue to work for some years to come, doing car shows, school reunions, anniversaries, and summerfests, but their wedding business will decline steadily. Bridal couples aren't buying vinyl anymore, so it will be an uphill battle to sell a vinyl service. On the other hand, if vinyl jocks wait long enough they will be considered a novelty . . . . "Hey, look at this guy, he uses those "vinyl records" and he's pretty good!"

Through the years many have just refused to accept change. Here are a few examples: blacksmiths vs. cars, railroads vs. planes, my grandpa vs. 45's, the big 3 automakers vs. Japan, the Communist Party vs. the World, and wedding bands vs. DJ's. In the case of Vinyl vs. CD, **the public has already accepted CD's, so get with it Grandpa!**

Kenny Zail operates Party Hits in Woodridge, IL

one of those casualties. Between a "rock and hard place" will be the safest place to be.

■■■■■■■

Following up on last issue's mention regarding US licensing, we made several attempts to get a formal reply from ASCAP concerning their stand on the copyright issue. Although we were told such a reply was on it's way, as of presstime, we still not receive it. Our present understanding remains that neither ASCAP or BMI has any interest in collecting fees from Mobile Disc Jockeys. For the record, BMI did respond to our quires and, as was stated in the last issue of Mobile Beat, they do not have a license agreement for Mobile Disc Jockeys as they only license venues. For those readers who have reason to contact ASCAP or BMI, here are their addresses:

ASCAP (American Society of Composers, Authors & Publishers)
1 Lincoln Plaza
New York, New York 10023

BMI (Broadcast Music Inc.)
320 West 57th Street
New York, New York 10019

■■■■■■■

In closing, here's a business tip to spark up your fall bookings: The new school year is about to begin and if you're looking to expand into this market, don't wait for them to call you. Class advisors, student contacts (high schools) and social directors (colleges) often change annually, so contacts you had last year may be worthless this year. Now is the time to put together a flyer and have it in the mail no later than October 1st. While you're at it, why not "make them an offer they can't refuse"? Put together a "LIGHT & SOUND EXTRAVAGANZA SPECIAL" that's sure to get their attention. If you don't personally have the resources, work with one or two other DJs in your market. If it's good, you'll be able to charge enough so you'll all make money and get additional bookings to share!

■■■■■■■

Continue to keep us informed of DJ seminars and special events in your area, both large and small. Mobile Beat is on the road attending these shows frequently. Since our last issue, we have visited Supreme Productions (Maplewood, NJ), Canal Hi-Fi (New York City),

Kenneth Kwan (l) of Canal Hi-Fi and Israel Simchi (r) of Ness at Canal's recent open house. Canal Hi-Fi is located at 319 Canal St., NY, NY.

and D.J.'s Available (Cinnaminson, NJ). Coming up, look for Mobile Beat at the ATLANTA (GA) MUSIC EXPO (September 14th and 15th) and at the EAST COAST DJ FORUM (September 27, 28, 29) in Valley Forge, PA!

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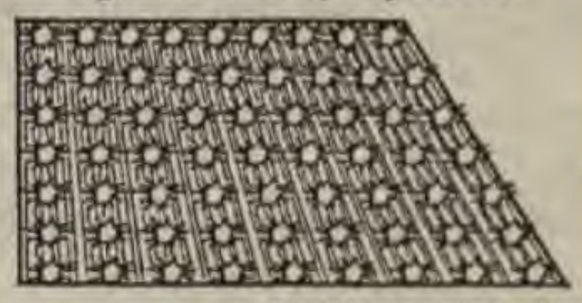

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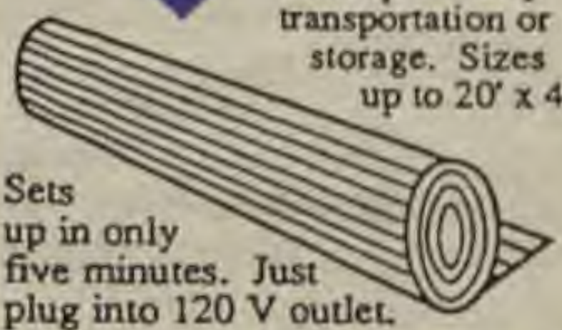

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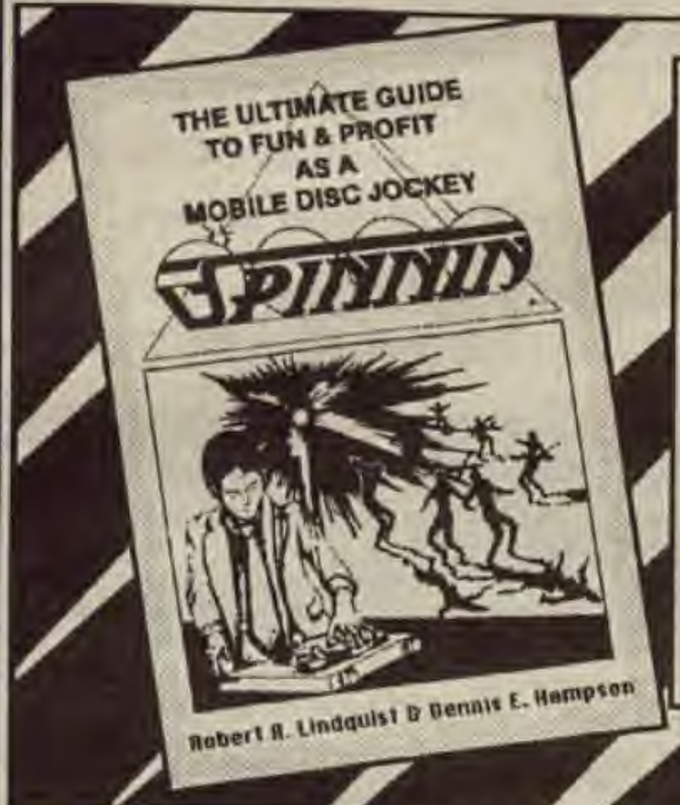
Beyond "DJ"

Is it your goal to be the best and most successful Mobile DJ in your area, or do you see yourself going beyond to become one of the new breed of DJ/ Entrepreneurs (On-Tra-Pra-Newrs)? There is certainly nothing wrong with operating a top notch DJ service, however, there is also much to be said for the entrepreneur who sees a need and creates a new business by fulfilling that need. If you are an aspiring entrepreneur with a love for the DJ business, you must always be alert for potential new opportunities that allow you to use your present talents and resources. Here is such an opportunity.

Since the beginning of time in Mobile DJ history, DJs have been looking for ways to generate weeknight income by playing in bars, taverns and small clubs. The trick is in keeping your costs as low as possible while providing the venue owner with something unique that will keep their customers coming back thereby encouraging the venue owner to keep your service on the payroll long-term. So where is the opportunity for the DJ/ entrepreneur? The answer is to become a **program producer** and perform at

Cont'd pg 12



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WHAT'S NEW?

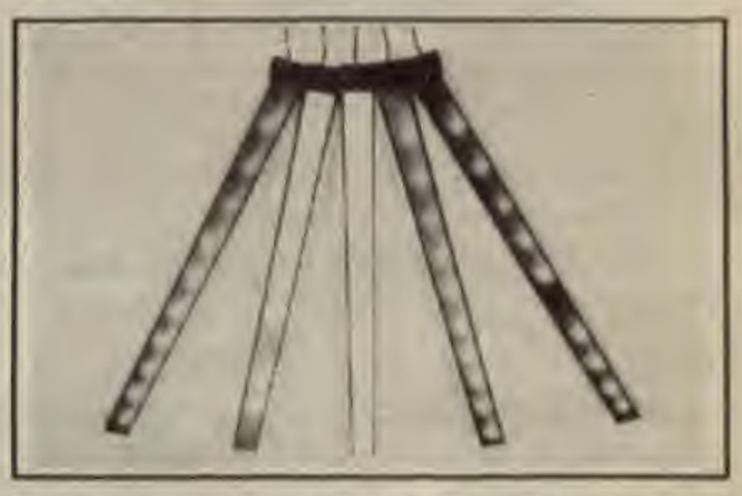
JBL'S MR SERIES FEATURES PRO-PERFORMANCE / AFFORDABILITY

MR Series is JBL's newest line of affordable, high quality sound reinforcement loudspeaker systems for Mobile DJs and other audio professionals. MR Series is the result of new innovations in both transducer and cabinet construction methodology. According to JBL, A patent pending process involving a 10-ton press "locks" the cabinet for long-term durability. The components used in the MR Series line have a heritage of being top performers, The reliable 2416H high frequency driver, featured in the Performance Series line have been incorporated with a new, improved voice coil for longer life. The 12" and 15" transducers feature a new 3" diameter voice coil designed specifically for the new series with improved frequency response and reliability. Additional features include strong, comfort grip handles and 18 guage perforated screens for protection. JBL Professional, 8500 Balboa Blvd., Northridge, CA 91329 (818) 895-3435., See page 33 for a complete listing of MR Series models.

NEW SOFT CASES OFFER VERSATILITY AND STRENGTH.

Whether you need to carry as few as 12 CD's or as many as 108 cassettes (unboxed), there's a case made for the job. At the recent CES show in Chicago (June 1-4), Case Logic of Boudler, CO and BMI of Maspeth, NY displayed their latest designs. Top right: BMI Sport Pak CD Case - Holds 30 CDs with 2 slots for doubles. BMI New Capacity Sport Pak holds 72 boxed or 108 unboxed cassettes (not pictured). Unique feature of both BMI cases is that the trays remove from the case. This offers additional usefulness to DJs who wish to remove their casseets or CDs from the case without taking them out of the trays. Bottom right: Case Logic CD "Wallet", holds 12 CDs. Case Logic has also introduced a case (model CLS-36 holds) which holds up to 36 cassette singles or 30 boxed cassettes. For more information: BMI, 49-16 Maspeth Ave., P.O. Box 56, Maspeth, NY 11378. (718) 381-1303. Case Logic- 6930 Winchester Circle, Boulder, CO 80301 (303) 530-3800.

Rosco Laboratories has introduced the Model 1000 fog machine for Mobile DJs. The new fogger is lightweight, houses a standard liter size fog fluid bottle, and works exclusively from remote control. For additional information call (800) ROSCO-NY, ext 236.



Ness's new FLASHLINE, flashing system, consists of a five foot tube pillar with 10 individually controlled xenon flash tubes. A built-in controller with 6 programs and 6 speeds allows for a variety of sequences. Flashline is available in clear, red, blue, green and yellow. Ness, 111 South State St. Hackensack, NJ 07601.

Stanton Magnetics has entered the DJ market in full force. A complete line of DJ mixers (see page 32) will be on the market shortly, followed by additional products, including a CD Player. More on this new Stanton line in our next issue.

According to the **Apollo III Productions** of Little Rock, AR, "DJ Jet Fuel's Transformer Button scratching device allows a DJ to interrupt the signal while keeping the volume consistent. This allows the DJ to add some percussive feel or put rhythm in his/her scratching. The device connects between the turntable and mixer. Price: $39.95 plus shipping. Apollo DJ Productions, 5100 "R" St., Little Rock, AR 72207. 800-322-1895

cont'd from page 10

more than one venue on the same night.!

On the weekends is when most bars and small clubs are normally full or at least their busiest. The customers are having a good time; servers are picking up tips; DJ's are spinning to an appreciative crowd, and the takings should please the owners. All is well in clubland, but then comes Sunday, Monday, Tuesday, etc. For some venues, there aren't enough customers to cover the costs of operation, let alone a DJ. Some even close down during the week. For those customers who do venture out, there's little to keep around. Routine weeknight musical entertainment is one of the bartender's own badly dubbed tapes highlighted with such exciting chatter as: "Isn't this early Gilmour Palmer great stuff?", adding,"It's hard to find, too!". "I'm not surprised," answers the lone customer who finds more amusement in watching the bubbles rise in his beer..

In all fairness, it's not the bartender's job to produce professional quality tapes, let alone be the DJ and run a light show. Customers want SOME entertainment, but the owners have little to spend.

The answer is: **THE PREPACKAGED SOUND AND LIGHT SHOW ON VHS TAPE!** Each tape is professionally produced by a DJ/entrepreneur who understands each venue's needs and budget constraints. Working from his or her own private studio, the DJ/entrepreneur first records, on standard cassettes, continuous musical programs, one hour to ninety minutes in length. These tapes may contain: a variety of tunes especially mixed for the type of customers who frequent a specific venue; a mix of new and old; or a selection built around such themes as current dance music, oldies night, beach party night, etc. This tape is then dubbed over to a VHS-HI VCR tape at the venue. Having first set up a contract with each venue, our DJ/entrepreneur makes a weekly visit to each location, copying in the prepared musical programming while adding a light show that maximizes the capabilities of that particular venue's lighting system

The hardware required consists of a VHS-HI unit and sound system. The light show is controlled by a "Black Box" unit manufactured by Meteor in Madison, Alabama. This equipment can either be provided by the venue or leased to the venue by the DJ providing the service. The Meteor "Black Box" connects between the lighting controllers and the power packs. Installation is not difficult and should take less than a day for large systems, a couple of hours is more the average. Currently, Meteor is marketing three "Black Box" units, priced between $795.00 - $1,100.00 - depending on features and type of system.

Although this system can be used to cover nights when there is just no profit in providing an actual DJ, or in case of last minute illness or accident, it is not intended to replace the DJ altogether. It makes the regular or house DJ more effective. With this prepackaged system, stunning light shows may be rehearsed, perfected and recorded during off hours, then played back on demand. Since music and tastes are always changing, programs will have to keep changing, too. The need for programming goes on and on, and the work done to produce each program can be charged to as many venues as the entrepreneur can service. **This prepackaged system allows the DJ looking for new ways to get a jump on the competition to perform in more than one location on the same night.** He can sell his talent and keep it at the same time. All it takes is the foresight to seize the opportunity.

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Platters That Matter

by Tom Hoey

The strong vocal is back!. A perfect example of the direction dance music is heading is "Gypsy Woman" by Crystal Waters, which (at the time of this writing),continues riding high on the charts. For too long, the industry has depended on samples, blips and bleeps to please dance fanatics. Now, they are finding a great deal of impatience with these electronic gimmicks. Dancers are demanding a story, a vocal, something to sing along with and it looks like they are getting it.

My number one record (as of 6/22/91) is "Peace" by Sabrina Johnson. Strongly gospel influenced, this 12" is bound to please and I strongly recommend it. Since it is not being pushed by a major label, consider yourself lucky if you can even find it, much less play it. But I LOVE it and so does my dance crowd. Another strong vocal racing up the charts is Aretha Franklin's New/Old Hit recording of "Everyday People" (Check out the 12" House Mix).

In my last column I told you to run out and buy the "Grease Megamix" (Olivia Newton John and John Travolta). As a result, Mobile Beat received numerous requests for information on how to obtain a copy. Since it is an import, and generally, printing of imports is limited, I advise you to order a copy immediately. Your favorite import store should be able to track down a copy for you.

C&C Music Factory is charting once again with "Things That Make You Go Hmmm" but I still prefer "Live Happy" (off the album) which is much more of a summer song. By now, most of the people you play for will have heard the whole CD and should recognize the song. It looks like we will be hearing a lot more from this album into the fall.

On the rap sheet: don't miss "Summertime" by DJ Jazzy Jeff & The Fresh Prince; "6 Minutes of Pleasure" by L. L. Cool J; and "Din Daa Daa 91" by George Kranz featuring Doug Lazy.

Wedding DJs should get a lot of mileage out of "Unforgettable", the album by Natalie Cole. This sublime lady gives her best to recreate the songs her very talented father, Nat King Cole, made famous. Although her vocal delivery suffers some in comparison, this is still very good and you might want to pick up a copy. In the same vain, Harry Connick Jr. should be charting high with "Recipe for Love". In my opinion much better than his previous "Sinatra Rip Off" efforts.

If you can use any HINRG in your sets, then you can't go wrong with the Hot Tracks version of "Shocked" by Kylie Minogue. I can't understand why this girl hasn't gone further here in the US. She is very talented.

Probably by the time you read this, "Let The Beat Hit Em" by Lisa, Lisa /Cult Jam will top the charts. This one was a shocker. A natural club hit with it's great house beat.

Vanilla Ice has returned with a new effort called "Rollin in My 5.0". Top 40 Radio will give it the necessary saturation to make it a hit. Others to keep an ear on include: "Droppin Like Flies"-Shelia E.; "Gotta Have You"-Stevie Wonder; "Men"-Gladys Knight; "Every Heartbeat"-Amy Grant; "Devotion"-Nomad; "Now That We Found Love"-Heavy D & The Boyz; "Temptation"-Corina; "3AM Eternal"-KLF; "Kiss Them for Me"-Siouxsie & The Banshees; "P. A. S. S. I. O. N." - Rhythm Syndicate; "That's The Way It Is"-Stevie V.; "Crazy"-Seal, and "One Step Ahead"-Debbie Gibson.

Interesting note: "Holiday" by Madonna is shaping up to be the hit of the summer...in England!

If you get ocassional requests to play Metal or cross-over Hard Rock, then I recommend you latch on to the latest offering by Primus called "The Sea of Cheese". This is a band that started to make their mark at last year's New Music Conference and I predict they will break big this year.

While on the subject, even though it's too late for you to check out this year's New Music Seminar in New York City, (July 13-17) start making plans for next year. This is the one big event each year that can readily expose you to the "movers and shakers" in the music industry. Industry professionals (over 8,000) from all over the world descend on The Big Apple like vultures to check out the newest offerings and industry trends.

Cont'd Page 42

DJ TOM'S TOP 20

1. PEACE - *SABRINA JOHNSON*
2. GYPSY WOMAN - *CRYSTAL WATERS*
3. THINGS THAT MAKE YOU GO HMMM / LIVE HAPPY - *C&C MUSIC FACTORY*
4. OOOPS / IN YER FACE / TECHNO BELL - *808 STATE*
5. RING MY BELL - *MONIE LOVE VS. ADEVA*
6. LET THE BEAT HIT EM - *LISA LISA/CJ*
7. EVERYDAY PEOPLE - *ARETHA FRANKLIN*
8. TO BE HOUSE - *S. S. R.*
9. KISS THEM FOR ME (SNAPPER MIX) - *-SIOUXSIE & THE BANSHEES*
10. SUMMERTIME - *DJ JAZZY JEFF/FRESH PRINCE*
11. GOOD BEAT - *DEEE LITE*
12. EVERYBODY (REMIX) - *CAPELLA FEATURING CARL K.*
13. RIDERS ON THE STORM - *INNOCENCE*
14. YOU CAN'T PLAY WITH MY YO YO - *-YO YO FEATURING ICE CUBE*
15. EVERY HEARTBEAT - *AMY GRANT*
16. DEVOTION - *NOMAD*
17. MEN - *GLADYS KNIGHT*
18. LOVE TO LOVE YOU BABY - *HELEN'S WORLD*
19. WE WANT THE FUNK - *GERALDO*
20. MELODY/OUT OF NOWHERE - *MAURICE*

Top 25

1. LET THE BEAT HIT 'EM - Lisa Lisa and Cult Jam
   Columbia - 112 BPM
2. TEMPTATION - Corina
   Cutting 248 - 119 BPM
3. I WANNA SEX YOU UP - Color Me Badd
   Giant WB-40031 (U.S. Import)-CD-C-98 BPM
4. 3 A.M. ETERNAL (RMX) KLF
   Arista 2231 - 118 BPM
5. LOVE DESIRE - Sandee
   Fever 38-73755 -CD-C-107 BPM
6. GOT A LOVE FOR YOU - Jomanda
   Big Beat BB-0031 - 121 BPM
7. ALRIGHT - Urban Soul
   Cooltempo V-23712 - 118 BPM
8. FASCINATING RHYTHM - Bass-O-Matic
   Virgin 91616 - ATL-96391 (U.S. Import) 102 BPM
9. YOUR LOVE JUST AIN'T RIGHT - Angel
   Virgin 98389 - 128 BPM
10. (I WANNA GIVE YOU) DEVOTION - Nomad
    Rumour V-15733 (U.S. Import)-CD-C-116 BPM
11. THIS BEAT IS HOT BG - Prince of Rap
    Epic/CBS 44-73842 (U.S. Import) - 112 BPM
12. NOW THAT WE FOUND LOVE - Heavy D & The Boyz
    Uptown - 120 BPM
13. ONE STEP AHEAD - Debbie Gibson
    Atlantic - 120 BPM
14. WHAT IS THIS THING CALLED LOVE?
    - Alexander O'Neal Tabu 73804 - 114 BPM
15. PIECE OF MY HEART - Tara Kemp
    Big Beat/Giant 4-19364 (U.S. Import) - 112 BPM
16. THAT'S THE WAY IT IS - Stevie V
    Mercury - 120 BPM
17. GYPSY WOMEN - Crystal Waters
    Mercury 868-2091-CD-C-121 BPM
18. WE WANT THE FUNK - Gerardo
    Interscope 096401 (U.S. Import)-CD-C-115 BPM
19. CIRCLE OF ONE - Oleta Adams
    Fontana - 118 BPM
20. NIGHT BY NIGHT - Alandra Drake
    Columbia - 118 BPM
21. GET THE MESSAGE - Electronic
    Warner Bros. 21832 (U.S. Import) -CD-C-106 BPM
22. WEEKEND - DJ Dick
    TSR 866 - 127 BPM
23. MY BODY SAYS YES - Titiyo
    Arista AD-223 (U.S. Import)-CD-P-114 BPM
24. MY FALLEN ANGEL - Coro
    Charisma 96336 -118 BPM
25. EVERYDAY PEOPLE - Aretha Franklin
    Arista -111 BPM

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Playlist Pix

ROCK/ALTERNATIVE
from SPINS Record Pool, Carlisle PA.

1. 3:AM ETERNAL - The KLF
2. GET THE MESSAGE - Electronic
3. I BELIEVE - EMF
4. CARPE DIEM - Bigod 20
5. MEA CULPA PT. 2 - Enigma
6. DON'T TREAT ME BAD - Firehouse
7. KISS THEM FOR ME - Siouxsie & The Banshees
8. I TOUCH MYSELF - Divinyls
9. FADING LIKE A FLOWER - Roxette
10. WALKING IN MEMPHIS - Marc Cohn
11. EVERYBODY LOVES EILEEN - Steelheart
12. WALKING DOWN MADISON - Kristy MacColl
13. RIPPLE - Jane's Addiction
14. BLOOD ON THE BRICKS - Aldo Nova
15. LOSING MY RELIGION - R. E. M.
16. GIVE IT UP - ZZ Top
17. THE BOG (REMIX) - Bigod
18. LIVING IN ANOTHER WORLD - Talk Talk
19. COUPLE DAYS OFF - Huey Lewis
20. LILY WAS HERE - David A. Stewart

BREAKOUTS
From SoBAD (South Bay Assn. Of DJs), San Jose, CA

1. MIAMI'S ROCKIN' Maggatron Crushing Crew
2. GET READY TO ROLL - Rodney O Joe Cooley
3. JUST GET UP & DANCE - Afrika Bambaataa
4. LIES - EMF
5. ALL ABOUT YOU - Pretty in Pink

TOP BASS TESTERS
from MIAMI Productions, Philadelphia, PA.

1. I GOT THE BASS/MO BETTER - DJ Bassboy
2. 976. . . (SEX OVER THE PHONE) - Shaliq
3. MIAMI'S ROCKIN'- Maggatron Crushing Crew
4. PUMP THE VOLUME UP LOUDER - MC Smart
5. GIMMIE THAT THING - Brain Damage

ONE LINERS:

EVERYBODY PLAYS THE FOOL by Aaron Neville
"Couldn't be a better artist to do a remake". . . Bill Trowdale

KISS THEM FOR ME
by Siouxsie and Banshees
"A true contribution to the dance industry". . . Doug Sheetz

YOUR MAMA'S ON CRACK ROCK / NASTY HOUSE
(THE DOGHOUSE)
by The Dogs/ Disco Rick
"Just listening to the lyrics was a total waste of time, the use of children on 'YOUR MAMA..' made this worse.... about the worst, sickest record I've ever heard, they should remain in the doghouse forever."
. . . Marc Bixler

WALKING DOWN MADISON
by Kristy MacColl
"There is definite hit potential here...the only drawback is this song is caught up in depression and uselessness".
. . . Bill Hanson

BIG BLUE '82
by Danielle Dix
"This tune provides the dancer and radio listener with a refreshing and upbeat change".
. . . Heidi Willis

("ONE LINERS" courtesy of SPINS record pool members)

DJs - POOLS
SEND YOUR PIX, PLAYLISTS, ONE LINERS AND COMMENTS TO "CHARTS" C/O MOBILE BEAT MAGAZINE!

It's On CD!!!

by Mike Paz

If you're among the many DJs who are in the process of converting to CD, this column is for you! Information is power and the hints offered here will help you find the vast majority of music you need. . . On CD!!!

In the premier issue of Mobile Beat (April/May 1991), on page seven, there is a list of the all-time Top 25 party tunes. We went through the first five in the last issue, now we'll continue to run through the next five.

"Twist and Shout" by The Beatles can easily be found on at least two discs; "Please, Please Me" or the "Imagine" soundtrack from John Lennon. (Don't get this movie disc confused with the original "Imagine" release, which is also available).

Song number seven, "In The Mood" by Glenn Miller, presents a bit of a dilemma. Most of the time I prefer the original versions of songs but this one is an exception. There are several Glenn Miller discs which have this song but obviously the sound quality from discs recorded in the late 30's and 40's just doesn't cut it. I highly recommend the version found on "In The Digital Mood" by the Glenn Miller Orchestra on GRP. The current members of the band went into the studios with the original music charts penned by Miller himself and laid down on digital tape all of the bandleader's most popular tunes. This is a must-have item for any Mobile DJ.

Song eight, "You Can't Touch This" by MC Hammer is easily touched, so we'll skip that one.

Songs nine and ten are also must-haves for any mobile jock. "Celebration" by Kool & The Gang is on the CD of the same name and on the "Greatest Hits & More" best-of collection.

Chicago-based DJ Bernie Howard has released a disc which contains both the "Hokie Pokie" from Ray Anthony (which is now available on a Collector's Series collection from Capitol) and "The Birdie Song" (widely known as the "Chicken Dance".) Remakes of both songs are also available from Rockin' Mania on discs called "DJ Traditionals".

The two songs tied for tenth place used to be tough to find but that's no longer the case. Chicago-based DJ Bernie Howard has released a disc which contains both the "Hokie Pokie" from Ray Anthony (which is now available on a Collector's Series collection from Capitol) and "The Birdie Song" (widely known as the "Chicken Dance".) Remakes of both songs are also available from Rockin' Mania on discs called "DJ Traditionals" from Prime Cuts in Framingham, Massachusetts.

In the last issue of Mobile Beat, I offered to help DJs who are having a tough time finding certain songs on CD. I knew we might get some unusual queries but I never expected some of the requests that came in. From Don Holcombe of Arlington, VA, came this: "I am in the military and do occasional gigs during basketball games...The song I always get tagged for, and don't have is: 'Sweet Georgia Brown', i.e. the Harlem Globetrotters theme song". Well, Don, here's one of those tricky licensing situations. You see, the Harlem Globetrotters organization actually bought the rights to the "authentic" theme song many years ago and they offer it on a 45 rpm record at their games. It would be up to them whether to release the original version on CD. There is a rendition (not the original) on the disc "DJ Traditionals", mentioned earlier. It just might work for your purposes. Thanks for writing in!

John Thomas from Taft, California, wants to know if "Lookout Weekend" by Debbie Deb and "The Roof Is On Fire" by Rockmaster Scott & the Dynamic Three is out on CD. The first is available on a domestic collection called "Trinere and Friends", available from most stores while the second has a catch. A domestic disc on Priority Records titled "Rap's Greatest Hits" has an edited version of the "Roof" song but most DJ's would probably pass on it. That's because the song fades on the CD just before its infamous chorus. No other disc to my knowledge has the longer version but I would hold on; it will only be a matter of time before somebody discovers this apparent void. Thanks for dropping your note!

Got a question? Write to me. I will try to answer as many as I can. My expertise comes from almost two decades of DJ experience along with ten concurrent years in the retail record/CD business. I welcome your comments, corrections and additions as long as they can be verified. The purpose of this column is to swap information and tips. I'm not infallible, and I'm always looking for new information. 'Til next time . . .

KEEP ON SPINNIN'!

"Mike Paz CD/DJ Systems" was one of the very first 100% CD Mobile Disc Jockey systems. Along with operating his DJ service, Paz is a music buyer for Record Archive music stores and host of a morning radio show . Comments and questions for "It's On CD" should be addressed to: Mike Paz, c/o Mobile Beat Magazine.

New CDs From Five Rock/Pop Favorites Due This Fall

Some performers take recording a new CD extremely seriously and, as a result, they usually end up with monster hits. On the downside, this also makes for an extended wait for eager fans who just can't get enough.

For his first new LP since *Like A Rock*, released in 1986, **Bob Seger** continues to expand his catalog of works with three-word titles. Seger's *The Fire Inside* is due August 27, following the release of the LP's debut single *The Real Love*. The new LP features a dozen new tunes, nine of which were penned by Bob. All spotlight his Silver Bullet Band with cameos by Bruce Hornsby.

Now that he officially makes more money than his sister, most DJs are hoping that **Michael Jackson's** forthcoming *Dangerous* is more of a *Thriller* (1984) than his last effort, *Bad*, released in 1987. Two titles from the new work are *Heal The World* and *Black and White*.

U2 is continuing work on tracks for their next, still untitled collection, expected by Halloween. Some session recordings have already hit the streets in Europe as bootlegs. U2 hasn't been heard from since their live double *Rattle and Hum* in 1988. Before that it was *The Joshua Tree* in 1987.

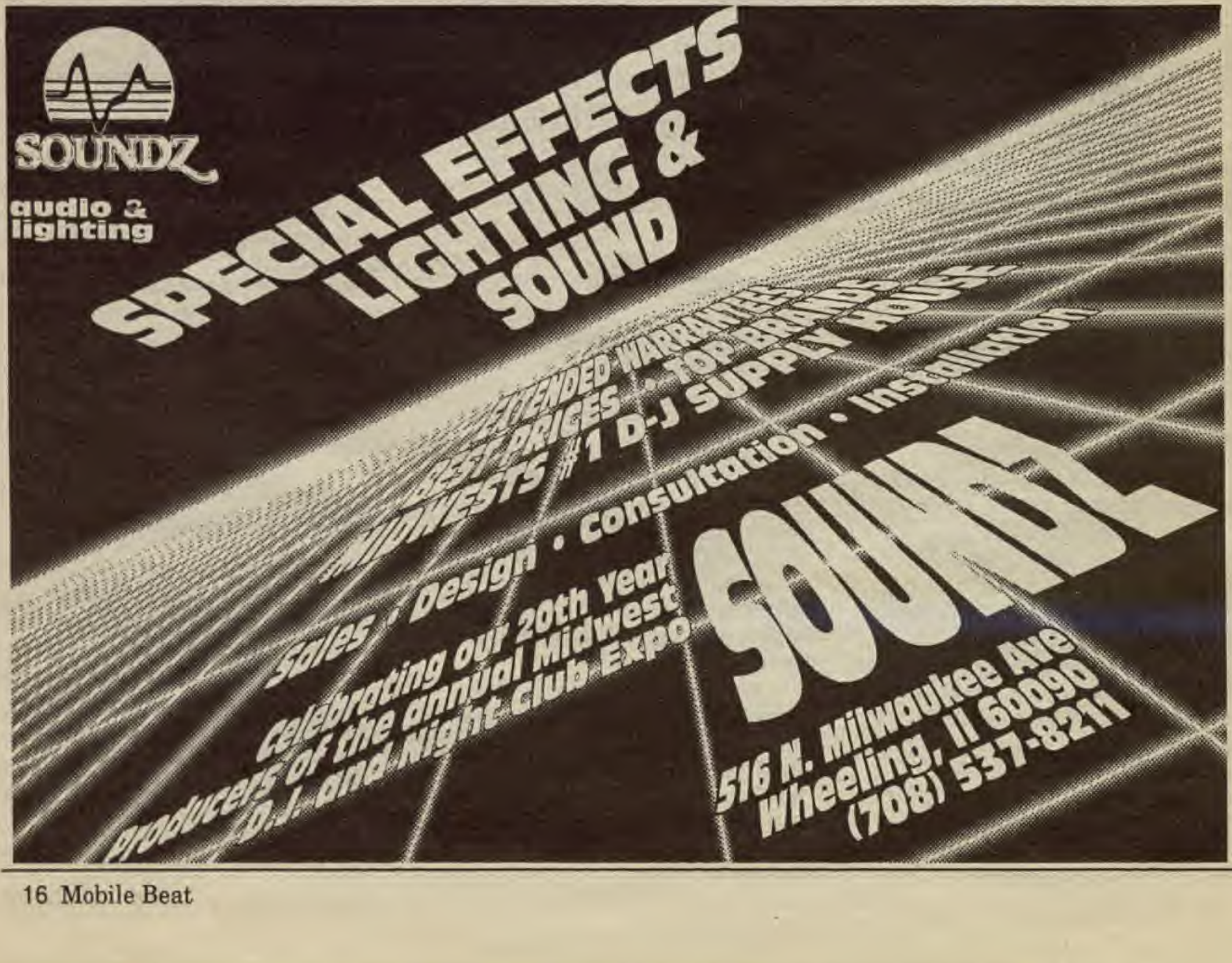
Guns N' Roses, also without a new studio release since *Appetite For Destruction* in 1987, is anticipating the release of *Use Your Illusion I and II*. These are two separate LPs, set to be released on the same day, most likely in early September.

And finally, **Bruce Springsteen** may at last be getting ready to deliver his first new material since *Tunnel Of Love* (also from 1987). The rumor mill reports that if he does, it may include a duet with Sam Moore, the Sam half of the 60's duo "Sam and Dave".

By the way, the hits of Sam and Dave are now available as part of a glorious new nine-CD collection entitled *The Complete Stax/Volt Singles: 1959-1968*. Along with Sam and Dave's immortal classics, *Soul Man* and *Hold On, I'm Coming*, this set contains some of the sweetest sixties soul to ever cut vinyl. Many Mobile DJs still play classics like Booker T. and The MGs' *Green Onions*, *Soul Finger* by the The Bar Kays and Eddie Floyd's *Knock On Wood* on a regular basis. These great hits are all there along with other Stax/Volt masterworks like Otis Redding's, *Sitting On The Dock Of The Bay* and *Walkin' The Dog* by Rufus Thomas. No DJ will ever get requests for all 244 tracks in this set, but use what you need and save the rest for the drive home!

Meanwhile, back in the 90's, **Paul Abdul's** megahit *Rush Rush* sat in the number one spot on Billboard's Hot 100 longer (five weeks) than anything since Madonna's *Like A Virgin* in 1984 (by the time you read this it may have exceeded it). Now she's polishing up a video for *The Promise of A New Day*, her second single release from *Spellbound*.

Sources include USA Today and Billboard Magazine



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Do you qualify?

Convince us!

Tell us, in 100 words or less, why you should be a **Mobile Beat ProFile!** You may include brochures, promotional materials, photos, newspaper clippings, reviews, audio / video tapes, etc*. Return with the survey on the facing page!

*MATERIALS WILL NOT BE RETURNED

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Mobile Beat™

Issue #4 - October/November

NEW COPYRIGHT CONCERNS FOR MDJs, LIGHTING EFFECTS GET LIGHTER . . . AND BRIGHTER, FOGGERS!, DJ HORROR STORIES, PLUS MORE MARKETING, MANAGING AND PERFORMANCE TIPS, DR. SHOCK JOCK, JB's BEAT BREAK, EXPO NEWS AND MORE!

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Reader's SURVEY

The purpose of this survey is:

1) To learn more about the topics, issues, and concerns which are of greatest interest to our readers, and

2) To identify those DJs/DJ services which merit a spotlight in **Mobile Beat's ProFiles**. We are constantly looking for individuals or DJ Companies who are doing unique things in terms of management, marketing, promoting or performing. All surveys must be returned by October 23rd, 1991. The results will appear in Mobile Beat #5 (December '91/ January '92) which goes on sale November 18, 1991.

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Cut Here

1. General Information:

Sex? (Circle One)
MALE / FEMALE

Age? _____

Years in the Mobile DJ Business?

_____

During the last 12 months, approximately how much have you spent on:
a) New equipment?

_____

b) Records, Tapes & CDs?

_____

2. Approximately how many jobs do you perform annually?

_____

3. What is your busiest month, and how many jobs do you average during that month?

_____

4. What is your slowest month, and how many jobs do you average during that month?

_____

5.. What do you charge for a 4 hour job

a) with lighting? _____

b) w/o lighting? _____

6. If you operate a multi-system DJ company,

a) how many complete systems do you have available?

_____

b). What is the pay range for your DJs?

_____

c). Which is your largest advertising expense?
Yellow pages
Newspapers
Radio
TV
Direct Mail
Other

_____

d). What is the single source of most of your bookings?
Yellow pages
Other advertising
Word of Mouth
Other

_____

7. Do you normally: a) work alone?, or b) do you work with a partner (s)?

8. What are your all-time 25 most requested songs? (To be used in determining "Mobile Beat's All-Time Top 200" which will appear in issue #5).

1._____ 2._____ 3._____ 4._____ 5._____ 6._____ 7._____ 8._____ 9._____ 10._____ 11._____ 12._____ 13._____ 14._____ 15._____ 16._____ 17._____ 18._____ 19._____ 20._____ 21._____ 22._____ 23._____ 24._____ 25._____

Name _____

Title
_____

DJ service
_____

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TO:

MOBILE BEAT MAGAZINE
LA COMMUNICATIONS
P.O. BOX 43
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SPECIAL FEATURE!

Mobile Beat™

1991.5

DJ EQUIPMENT

DIRECTORY & BUYING GUIDE

Welcome to The Cutting Edge of Mobile DJ Technology.

As more and more sound and lighting equipment manufacturers develop and market products specifically for Mobile DJs, it is becoming increasingly more important for DJs to know and understand the "Tools of the Trade". DJs looking to make the best equipment purchases must start by getting an education. To simplify the task, *Mobile Beat* contacted all major DJ sound, lighting and accessories manufacturers to obtain an up-to-date roster of their product lines. **Mobile Beat's 1991.5 DJ Equipment Directory and Buying Guide** lists all popular DJ products along with a brief description of the special features or specifications of each product as provided by the manufacturer. Should you require additional information, please contact your dealer, or call/write the manufacturer. **Be sure to tell them you saw their listing in Mobile Beat!** Here's a list of the participating manufacturers along with their addresses and a number to call for information. Also listed is each manufacturer's standard warranty terms. Most warranty terms begin on the date of purchase.

To the best of our knowledge, all information is correct at the time of publication, however, Mobile Beat accepts no responsibility for typographical errors due to the illegibility of the supplied or in the event the information was incorrect as supplied by a manufacturer.

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NOTE: DUE TO CIRCUMSTANCES BEYOND ANYONE'S CONTROL, A FEW MANUFACTURERS WERE UNABLE TO RESPOND BY OUR DEADLINE. ADDITIONAL INFORMATION WE RECEIVE BY THE DEADLINE FOR ISSUE #4 (8/23) WILL APPEAR IN THAT ISSUE. ANY MANUFACTURER WHO DID NOT RECEIVE A SURVEY SHOULD CALL MOBILE BEAT IMMEDIATELY AT (716) 586-0315 OR (716) 385-9920

AMPLIFIERS

Note: p/c = Per Channel, W=Watts, Ω=Ohms

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FET-2000C - 300W RMS p/c @ 8 Ω. $999.99
FET-2000M - (as above with meter & XLR's). $1,099.99

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6290 - 600W p/c @ 4 Ω, 4 rack space, fan. Same as above. $1,650

NUMARK ELECTRONICS
SA3200 - Stereo Power Amplifier, w/2 speed Fan. 1020W bridged Mono at 8 Ω, 510W p/c at 4 Ω, 300W p/c at 8 Ω. $1,375
SA2200 - Stereo Power Amplifier, 375W p/c at 4 Ω, 225W p/c at 8 Ω. $925

PANASONIC PRO AUDIO SYSTEMS
WP-9440 - 400W channel 8 Ω, great subwoofer amp. $1,810
WP-9220 - 200W channel 8 Ω, subs or mains. $899
WP-9110 - 100W channel, 8 Ω, monitors or mains. $699
WP-9055 - 50W channel, 8 Ω, 1 rack height monitors or mains. $540

PEAVEY ELECTRONICS

Peavey CS 400

CS®-460 - 2 channel, 200W RMS at 4Ω p/c, both channels driven. Electronic crossover module capability; bridgeable at 400W RMS; DDT™ compression facility. made in USA. $699.99
CS®-800 - Same as above except: 400W RMS at 4Ω p/c. $799.99

SHURE BROTHERS
M64A - Compact stereo pre-amplifier, 3-position slide switch for equalization, 120/240 VAC, Ideal for phonographs with PAs. Can be used as a mic pre-amplifier or low gain buffer amplifier where long cable lengths are necessary. $125

SOUNDTECH
PL500 - 2 channel power amplifier, 250W at 4 Ω, .007 THD, balance and unbalance inputs, 2 rack space, clip lights, bridged mono. $600

CASSETTE DECKS

PANASONIC PRO AUDIO SYSTEMS
SV-3700 - Professional DAT Recorder with infrared remote, great sound quality, shuttle/jog wheel, multiple pro features. $1,599
SV-3900 - Professional DAT Recorder with optional ($400) wired remote, great sound, shuttle/jog wheel, one remote controls up to 32 DATs. $2,100

CASES

Hard cases for DJ equipment and accessories are manufactured by Anvil Cases, Flight Form Cases, Genesis, Island Cases, Miami Acoustic Corp., Tuff Cases, Unitec Cases and others. Soft cases for record, tape and CD storage and transport are made by BMI and Case Logic. The variety and configurations of cases available by these manufacturers are far too numerous to list. Many manufacturers offer custom work as well. We suggest you call the manufacturers or their dealers for information (See listing beginning on page 25.)

CD PLAYERS

DENON AMERICA
DN-4000F - Dual Transport CD Player, rack mounted, pitch control, cues to music, instant start, manual search mode, manual beat mixing, backspin "scratch". $1995

NUMARK ELECTRONICS
CD6020 - Dual Transport CD system, BEAT SYNC and INTEGRATE, includes remote control . $1,995
CD5020 - Dual Transport CD system, separate outputs and ± speed control. Audible cueing, headphone monitoring. $1,275

NOTE: For an in-depth comparison of these two CD players, see Mobile Beat Issue #2, June/July 1991.

EFFECTS

AMERICAN DJ SUPPLY
F-200 - 1000w Portable Fog Machine with 251 remote, internal tank, support bracket. $479
F-600 - 1000 high output Professional Fog Machine. Comes with support bracket, internal fluid tank, low voltage, 25' remote. $649

METEOR LIGHT AND SOUND
Abr Base - Scanning base for light effects. Multiple beam positions. Automated circuitry. Automatic beam repositioning allows a single effect to project from several angles giving the appearance of multiple fixtures. $149
Mr. Jr.- Fog Machine, 500W heater, foot operated lever. $239
Mr. Mista - Fog Machines: 600W Basic Mobile; 1000W Super Mobile. $499 / $695
Confetti Spreader - Motor driven, safe to operate with a spread of up to 20'. $399
All of the above Meteor products are Made in the USA.

NESS
E-Z FOGGER™ - Portable fog machine, 1000W heating element and piston pump, fog output: 2,000 cubic feet per minute. $n/a
Bubble Machine - Hot air bubble machine that lifts bubbles upwards. $n/a
Pocket Confetti - Miniature confetti device only 8". Portable. $n/a

OPTEC
Blizzard™ - High performance fog machine with full control of cycle, duration and time. Output: 13,500 cubic feet per minute. $n/a

O'RYAN
Laserstar Program Servo Laser. 2.5MW to 4.9 MW laser system available in red, green, yellow or orange. 8 built-in patterns with audio control. Automatic or manual. $999 to $2,399

ROSCO
Model 1000 - Portable Fogger for Mobile DJs. $n/a

EQUALIZERS

ASHLY AUDIO
GQ-215 - Stereo 15-band 2/3 octave graphic. $549.99
GQ-131 - Mono 31-band 1/3 octave graphic. $599.99
GQ-231 - Stereo 31-band 1/3 octave graphic. $1,099.99

FURMAN SOUND
GQ-15/GQ-31/GQ-62 - Graphic Equalizers: stereo 15-band, mono 31-band, and stereo 31-band. Extremely low noise design. $379 / $369 / $699

RANE
ME15 - Stereo 2/3 Octave Graphic Equalizer. Constant Q filters, dual range switch, 20mm faders. $369
RE14 - Stereo 2/3 Octave Graphic Equalizer with built-in analyzer to reduce feedback in mobile applications. $799

SOUNDTECH
ST15EQ - Dual 15 band EQ ± 12 dB boost or cut, level control, peak indicator, EQ bypass switch, balance and unbalance inputs. $370

VESTAX PRO AUDIO (DJ Division)
GE30 - Dual 15 band Graphic Equalizer. 2 channels of 15 band control from 31.5 to 32 kHz. Sweepable boost/cut ranges of 6, 9 and 12 dB, peak indicators, and both balanced XLR and unbalanced inputs/outputs. $349
GE31 - 31 band Graphic Equalizer. 20 to 32 kHz. Frequency response of 20-20k Hz, signal to noise ratio of 95 dB. Contains all of the other features of the GE30. $339
GE62 - Dual 15 band Graphic Equalizer. 2 channels of 31 band control ranging from 20 to 32k Hz. Can be used as a stereo unit, or two independent 31-band EQ's. Both balanced (XLR) and unbalanced inputs and outputs. $579

HEADPHONES

BEYERDYNAMIC

beyerdynamic))) DT 159

DT102 - Single Ear DJ Monitoring Headphone, lightweight, rugged, detachable straight or coiled cable. $139.95
DT108 - Single Ear DJ Headphone with Boom Mounted microphone, same as above plus noise cancelling Boom Mounted microphone. $204.95
DT109 - Dual Ear DJ Headphone with Boom Mounted microphone, great isolation from background noise. $254.95
DT159 - Dual Ear DJ Headset with vocal quality microphone, great isolation from background noise. $539.95

NUMARK ELECTRONICS
HM6000A - Broadcast Monitor - One Cup Headphone and Mike Combo. Frequency Response 15-22kHz. Wt. .75# $77.95
HM7000A - Broadcast Monitor - Two cup Headphone and Mike Combo. Frequency Response 15-22kHz. Wt. 1# $88.95

VESTAX PRO AUDIO (DJ Division)
KMX1 - DJ Head set. Single ear piece with built in quality microphone on an adjustable boom arm. $49

LIGHTING

AMERICAN DJ SUPPLY
Super Strobe - Professional 50W High Power Strobe, variable speed with mounting bracket. Optional single channel or four channel chase remotes (low voltage). $209.75
Full Moon - 3 Color Dual Rotational (moon) effect, 250W, beams create tunnel effect, rotate. Sound active via internal mic. $699
Moon Beam w/ML-1 - 250W Sound Active MoonFlower, clear or multi-colored beams move side to side and rotate across floor via internal mic. $529
Beamer-20 - 250W Beam Projector, 20 multi-colored beams move up and down and side to side, sound activated via internal mic. $899
PL-1500 - Par 36 30W 6v Metal Pinspot Black. $30.95
PL-4450 - Par 46 50W Halogen Black or Chrome, 12v 50W high output Halogen Par 46 lamp with grounded cord. $48.95
Beamer 40 - 20 Lens, 40 Beam sound active projector effect, multi-colored, 400W lamps (2), beams rotate to music via internal mic. $1,299
Typhoon-70 - 35 Lens, 70 Beam sound active unit, multi-colored, 400W lamps, centerpiece effect, beams rotate to music via internal mic. $1,299
Beamer 600 - 6 Lens, 12 Beam Projector effect, 250W lamps, beams rotate to music via internal mic. $549
Magic Stick - 2' Neon Stick, portable or permanent, sound active, 7 colors, built-in mic, neon flows up and down tube to music or allow for chasing, 100V. $99.95
Varytec - 250W HLX or MSR400 Intelligent Lighting Projector, selectable, dicroic colors, gobos, movements, fully programmable, light weight, portable. $Call
Fan-800L - Flat Beam Effect, 500W, 8 multi-colored beams, beams create line pattern which moves to music via internal mic, only 15 lbs.. $749
Probe - 10 Lens, 400W, Color Changing Effect, beam shoots back and forth changing color and movement to beat of music via internal mic. $899.95
Beamer-16 - 8 Lens, 200W Beam Projector Effect, 16 multi-colored beams rotate back and forth across dance floor, sound activated via internal mic. $799
ET-100L - 2 Lens, 300W, Flat Beam Projector, flat beam. $139

CANTEK METATRON
S8500/Ace - 8 channel, 8 Par Fixture portable light tree with advanced, audio controlled effects. Complete 8 channel, ultra-mobile light tree, weights 20 lbs, sets up in 2 minutes, 256 patterns, sound-sync'd light show, draws only 5 amps. $795
Ace-1 - Audio-controlled effects processor, drives multiple ML series Meta-Lite® Power Controllers. Syncs up to 5 ML power controllers, audio controlled, variable rate, multi-mode, mic and line inputs, 2 footswitch functions. $225
ML-500 - 8 channel, 500W power controller, 1k pre-programmed memory, 256 patterns. The power controller used on most CMC effects. Built-in 1024 step sequence of 256 patterns, sound sync'd from ACE-1, powerful, mesmerizing effects! $195
ML-1200 - 4 channel, 1200W power controller, 4k programmed memory, 4 channel program selector. The 300W p/c power controller used with larger light trees. Four built-in 1024 step sequences of patterns, sound sync'd from ACE-1. Multiple modes! $349
KE-22 - Portable, multi-color, kaleidoscopic lighting effect. Very unique, ultra-mobile mesmerizing effect. Produces 256 patterns in 1024 step sequence, 2 ft. square, 400 bulbs for high definition display! $Call
KE-34-Flag - Dual portable 3' x 4' 1000W flag/kaleidoscopic lighting effect. Colorful sound sync'd waving American flag alternates with large multi-colored, 256 pattern kaleidoscopic effect, almost 2000 lights total. $Call
KE-STAR - Eight concentric stars with pre-programmed controller. Outside star is 3' tip to tip. 500W. Red, white and blue multiple concentric stars move through a 1024 step sequence of 256 patterns. Can be sound sync'd and portable. Very high energy at moderate power level. 450 lights for high definition effect. $Call

ETA LIGHTING SYSTEMS
MAD1000 - 4 Channel (1200W) Sound-activated Chase Lighting Controller, sensitivity adjustable, portable, self-contained, internal mic. $132
MAD1001 - 4 Channel (1200W) Chase Powerbar Light Controller, sensitivity adjustable, sound activated chase, self contained and ready to mount. $198
MAD1001-16 - 4 Channel (2400W) 16 pre-programmed Chase Powerbar Light Controller, 16 pre-programmed chase sequences, audio/manually triggered; expandable. $298
MAD1001-16R - Rack Mountable Remote Control for MAD 1001-16, stand. 19" rack mountable, allows selection of chase, blackout, spot, and chase speed. $200
MAD1002 - 8 Channel Rack Mountable (4 lighting and 4 effects) Controller with 16 pre-programmed chase sequences, speed adjustable, audio sync, 4 lighting channels and 4 effects channels. $398
MC8CA - 8 Channel Microprocessor Memory Console Controller (for dimming and chasing) with 4 auxiliary effects channels. User programmable for 4 scenes and 4 20-step chase patterns, or manual operation, 4 independent effects channel for on/off switching. $600
MC8RA - Stand. 19" Rack Mountable 8 Channel Microprocessor Controller (dimming and chasing), and 4 effects channels. User programmable for 4 scenes and 4 20-step chase patterns, or manual operation, 4 independent effects channel for on/off switching. $600
MC8FR - Remote Foot Controller for MC8CA and MC8RA Microprocessor. Controls scenes and chase sequences which are programmed in the 8 channel microprocessors (MC8CA and RA). $300
MD410U - 4 Channel 2400W or 4000W Multiplex Dimmer Power Packs for use with Microprocessor Light Controllers. Channel output circuit breakers, Toroidal choke filtering, dual U-ground outlets p/c, tripod or truss mountable. $600
SR410TM - 4 Channel, 1200W Solid State Relay Pack, dual 5 pin

in/out din connector. Use with MAD1002, MC8CA and MC8RA for on/off switching power. $180
LK38DJ - Ultralight™ 1 1/2 lb. Par Fixture with lamp, gels, and gel frame. UL Listed, 38, 46, 56 Par Compatible, maintenance free, lifetime guarantee, available in translucent colors. $90
PF Series - Cam-Latch™ Patented Light Fixtures UL Listed. Par 38 thru Par 64 sizes with special one-hand lamp change design. $70-110
PD10 - Power Distribution Conditioning Unit, EMI/RFI filtered, spike and surge protection, 10 Edison power outlets, stand. 19" rack mounted. $160

LUMEN INDUSTRIES
Sundancer 32 - Direct View Projector Lamp; EVC (24v, 250W x 2) 34 lbs., 17"L. 13 3/8"W. 6 3/4"H. 2 Halogen Lamps; Creating intense spot beams that rotate and cross upwards and downwards to the beat of the music via built-in mic. $880
Sundancer 16 - Same as Above, one EVC, 30 lbs, dimensions same as above. One halogen lamp creating intense spot beams that are bowed 360° to the music. $840
Fandancer - Direct View Projector, 1 EJG, 120v, 750W, 25 lbs, dimensions same as above. One halogen lamp producing 16 fan shaped beams that rotate in vibrant colors to the beat of the music. $830
Fandancer II - Same as above, 2 FDF, 500W, 26 lbs, dimensions same as above. 32 fan shaped beams rotating in an array of color to the beat of the music. $n/a
Fanscanner - 1 EJG, 750W, 120v lamps, 25 lbs, dimensions same as above. One halogen lamp, 16 fan shaped beams stunned by the music in a left/right direction. $830
Colorscan - 24v, 250W, EVC, 30 lbs, 28"L. 7 1/2"W. 6"H. Multiple spot beams rotating automatically with reflective mirror simulating S/Y movement simultaneously with the color wheel producing randomly changing colors. $780
Colormoon - 24V, 250W, 25 lbs, 9 5/16"L. 7 1/2"W. 6"H. 72 multi-directional beams dance through a randomly changing color wheel (via internal mic). $640
CO Series (centerpiece) LUNAR CP 32 - 2 EVC, 24v, 120W lamps, 30 lbs. Dome: 13 1/2": diameter. Base: 8 1/2"W. 6 1'2"H. 11 1/4"L. Piece: 15"H.. 32 vibrant color beams cascading from a domed center piece to the beat of the music (via internal mic). $950
Lunar Fan - 1 EHJ, 120v, 750W, 25 lbs. Dimensions same as above. 16 fan shaped beams rotating to the beat of the music (via internal mic). $900

METEOR LIGHT AND SOUND
Shooting Star - Shooting beam effect. 36v, 400W lamp. Multi-blade turbo fan. Razor sharp beams shoot through multiple lenses and fire at random. $1,595
Cobra 3 - Multiple beam effect. 3 x 150W lamps, eight glass lenses. 24 mic activated beams cross each other over 3 planes. Colored or clear light. NO transformers. $1,049

Meteor's Pro Beam 150

ET - Dual lens, fat beam effect. Real glass lenses, 500W of power, 20' throw. Lightweight, static spotlight with clear or colored light. Use in multiples on audio chaser. $119
Probeam 150 - Effects Projector, 150W Quartz lamp, 85mm focusing lens. Features a built-in 3-speed wheel rotator for variable effects speed for use with wall graphics, beamer effects or laser simulation. $299
Probeam GL - Effects Projector, 250W Quartz lamp, 85mm or 127mm focusing lens. For use with effects wheels or laser simulation cassettes. Can be audio animated. $379
Mercury UFO - 3-Movement flat beam effect. 14 precision glass lenses. 750W of power. Ribbons of colored or clear light spin, tumble, and rotate over 3 axis. Available with optional controller. $1,697
UFO-12 - 3-Movement round beam effect. 12 focused lenses, 400W of power. Tri-axial spinning effect with switchable motor circuits. Projects thin, round beams of light. $1,697
V-Beam - Sound activated, twin beam effect in a "V" configuration. 2 x 12v Halostar lamps. A twirling, pulsing alternative to mirror driven devices. Punches through the atmosphere creating a colorful display of crossing beams. $259.
Multiray - 250W Spotlight Dozens of multi-colored or clear beams. Available in mid-activated, rolling and scanning versions. $169-$329
Infinity Controller - Programmable lighting controller. 16 channels @ 1000w p/c. Dual, independent 4-channel chase zones, eight 1-channel zones. Telephone cable connection. Touch pad operation. Expandable to 64 channels. $890
All above Meteor products are made in the USA.

NESS
DERBYSTAR™ - Special effects projector, 3 effects in 1 unit. Effect 1: 20 multi-colored beams divided evenly, go up and down to the music. Effect 2: 10 flat beams dance from side-to-side. Effect 3: 10 multi-colored beams tumble upward to downward to the music.
MERCURY™ - 40 twisting ribbons of vivid multi-colored beams rise and fall, tumble and cross all to the beat of the music. Sound activated via internal mic.
STARDANCE™ - 32 multi-colored beams dance to the music in a fantastic crisscross fashion. Sound activated..
LAMBADA™ - Intense shafts of ever-changing colors are moving from side-to-side to the beat of the music.
STELLA™ - 12 beams powered by a 400W/36v lamp create a wall of light. Can be linked to a controller suitable for inductive loads to throb in a sound to light mode.
SHOOTING STAR™ - 103 lenses randomly fire and repeat razor beams slicing through the darkness.
TAURUS™ - Spectacular effect that fires multi-colored razor beams slicing through the darkness, all to the beat of the music.
TrioSpot - Three flat beams one on the top of the other, creates laser-like effect.
TrioBlade - Three flat beams one next to the other, creates laser-like effect.
QuadBeam - Four flat beams, two on the top and two on the bottom, creates laser-like effect.
Starburst 955 - Mini hanging strobes in clear, yellow, red, green and blue.
Pulstar 2001 - Boxy strobe with over 25 million flashes and variable speed control from 1-12 flashes per second.
SuperStrobe 1091 - Rated 4 time brighter than regular strobes, variable speed controller, 1-75 per second.
Xenon Flash™ GT-88 - High power strobe designated for local or remote operation. Flash tube, 100 million flashes, flash rate: 15 flashes per second.
4 Ch Strobe Controller GT-89 - Controller for XenonFlash with 4 channels with 8 chase patterns, music chose, full "on" and "stand by".
1 Ch Strobe Controller GT-90 - Controller for XenonLine with 1 channel.
XenonLine™ XL-2 - 6' linear tube creates dramatic effects of chase with speeds up to 1400 mph. Available in blue, red, pink and green.
FLASHLINE™ - Consists of 5 ft. pillar with 10 individually controlled Xenon lamps. The built in controller with 6 programs and 6 speeds enables the user a vast variety of flash sequences. Comes in clear, blue, red, yellow and green.
Scanner LB-9 - Scanner using Par 36 lamp up to 90°.
Porky - Uses 300W lamp and creates 15 narrow multi-color beams.
NS-2400 - 4 channel, 16 pattern chase controller with 16 preset patterns, music synchronization and auto/manual manipulation.

SP-40 - A 12 way switch/push on controller with 2 phases with maximum of 10 amp p/c. Maximum power of controller 4600W.
RL-737 - 4 channel controller with sound sensitivity. Features: all on, chase and flash.
DJ-2400 - Digitally programmed 4 channel lighting pack that requires one controller or audio connections, 16 pre-programs, rope light connector, four 600W.
CL-2400 - 4 channel of chase, 16 patterns manually or sound activated, four channels or effects, add/solo circuitry, dimmable.
RL-2400 - 4 channel (600W/CH) solid state relay pack designed for the power switching of chase and special effects lighting.
DM-2400 - 4 channel (600W/CH) dimmer pack designed for the dimming control of chase and strobe lighting.
Ness also carries a complete line of egg strobes, rope lights, rope light controllers with music chase and sensitivity, mirrored balls, black lights, police beacons, clamps, filters, pinspots, rain lights, Par spots, Par cans, motorized color wheels and AC power strips..

OPTEC

Gobos by OPTEC

SYNCHROBOT™ - The ultimate non-intelligent lighting system, featuring 12 bright colors, 12 gobo patterns and 3 modes of movement. Advanced optics result in extreme high output from the 250W/24v halogen lamp. Controller can take up to 16 units in sync.

ELLIPSCAN™ - An advance sound activated mirror scanner featuring a hard edge beam with facilities for dichroic color filtering and gobo patterns. Special controller up to 16 units with special circuitry.
FlowerScan™ - Multitude of light beams deflected onto a mirror moving it around the venue in x/y movement simulation all to the music while changing colors.
BeamScan™ - A low profile sound activated Par 36 mirror scanner. AGC.
SoundFlower™ - Multitude of multi-color beam dance to the music, mic and audio input.
SoundPolaris™ - 10 near parallel multi-color beams dance to the music, mic and audio input.
SoundAurora™ - 6 multi-color flat beam cross each other while moving to the music, mic and audio input.
SoundMars™ - 12 multi-color beams crisscross each other while dancing to the beat of the music, mic and audio input.
MoonFlower™ HP - Multitude of multi-colored intense beams are emitted from this small projector with full control of movement and music. Uses mercury arc lamp.
STROBEFLOWER™ - Multitude of multi-colored beams strobe and flash in different modes through the advanced controller.
OPTICOLOR™ OC-4040 - An electronic color changing lumina-rie. No moving parts. Will change any color under the sun.
(Manufacturer did not specify prices)

PEAVEY ELECTRONICS
Illuminator™ 600 Light System - Complete, portable 1200W lighting package. Built-in mic/line input for sound activation; 4 channel chase; additional control via 2 optional foot pedals. $549.99
PV-Lite™ 3000 Light System - Complete, portable, 2400W, 4 channel, dimmable, lighting package. 36 user programmable lighting scenes; full foot control; complete with 2 light trees, lamps, gels and gel frames, tripod stands, etc. $1299.99
Above Peavey products made in USA.

SHOW PRO

SHOWPRO'S "Paloma"

WHIZ™ - "A Lightshow in a Case." Complete lightshow of 4 colors, 4 gobo patterns, 4 mirrors, all link to a 4 channel, 16 pre-programmed controller.
SUNDANCE™ - Produces a sound animated circle of 8 spinning light beams which also expand and contract.
BALLERINA™ - Creates 4 strong hard edge beams which rotate and dance to the music. Uses 600W/120v lamp. Can be colored and accepts gobo patterns.
PALOMA™ - Two effects in one projector. Effect 1: two half fans of colored beams moving to the music. Effect 2: multitude of colored beams intermingling and dancing to the music.
(Manufacturer did not specify prices)

TRI LITE
MK-Series "Mark" - Par-Revolving and Flashing Beacons. Special Effects, rain, helicopters and lighthouse. $Range 36 - $436

MICROPHONES

BEYERDYNAMIC
TGX180/280/480/580 - Dynamic Microphones, Hypercardioid, Great gain before feedback, internal shockmount, neodymium magnet, high output. $169.95 / $219.95 / $279.95 / $359.95

CROWN
CM-310 - Differoid condenser Mic Phantom - powered. $259

ELECTRO VOICE
N/DYM® Series - Dynamic mics employing neodymium elements; Higher gain before feedback than any competitive mics. N/D-757A $3,46 / N/D-857 $472 / N/D-257A $160 / N/D-308A $234 / N/D-357A $216 / N/D-408A $272 / N/D-457A $270

NADY SYSTEMS
Nady 101 VHF HT - Hand held wireless mic system. $379.95
Nady 101 VHF LT - Lavalier wireless mic system. $349.95
Nady 201 VHF HT - Hand held wireless mic system. True diversity reception for more protection against drop-outs in difficult settings. $499.95
Nady 201 VHF LT - Lavalier wireless mic system with same features as above. $479.95
All have Nady's patented audio companding noise reduction for the best dynamic range in wireless today.

NUMARK ELECTRONICS
UD940A - Unidirectional Dynamic, Cardioid Pattern. Resp. 45-15kHz. $154.95
UD925A - Unidirectional Dynamic, Cardioid Pattern. Resp. 60-15kHz. Unbalanced line. $70.95
UC935 - Unidirectional Electrect Condenser. IC Preamp. Cardioid Pattern, Resp. 30- 16kHz. $107.95

PANASONIC PRO AUDIO SYSTEMS
WM-S10 - Cardioid headset mic, great sound, allows freedom of movement. $220

SHURE BROTHERS
LS24/58 - Wireless Diversity Microphone System. Comes with hand held transmitter and Diversity receiver. Two independent RF sections and exclusive MARCAD (TM) circuitry which improves

signal-to-noise ratio and outstanding reception. $666
LS23/58 - Wireless Non-Diversity Microphone System. Removable, insulated 1/4 wave antenna and rack mountable with accessory kit. $532

MIXERS

BIAMP SYSTEMS
DJ 3500 - (2) phone/(2) line inputs, Main & Tape outputs, Talkover with indicator, Headphone Cue system, 6-band output graphic equalizer, switchable DJ effects loop, EQ bypass switch, VU meters and peak indicators. $599
DJ 5500 - (2) phono/(6) line inputs, (1) switchable (phone/line), input selector switching, (2) Mic inputs with Talkover, 3-band EQ on each side of X-fader, DJ and main effects loops, Beat Sync indicators, multiple outputs, "Bass Impact", flexible Cue system. $999
SCM 7500 - (2) phone/(6) line inputs, Input and X-fader assignment, X-rader defeat, (2) mics, 3-band EQ each side X-fader, VCA X-fader, Subwoofer output with variable x-over, "Bass Impact", DJ and main effects loops, advanced Cue system, multiple outputs. $1383

ELECTRO VOICE
BK-42 Series - 8, 12, 16 and 24 Channel Mixing Consoles. High speed op-amp, three-band parametric EQ, rack - mountable versions available. BK-842 $1,250 / BK-1242 $1,510 / BK-1642 $1,820 / BK-2442 $2,500
100M - 8 Channel Powered Mixer. Industry standard small powered mixer. $1,980

FURMAN SOUND
DJM-8 - DJ Production Mixer: 8 stereo inputs (2 phono, 6 line); 2 mic inputs; field-replaceable crossfader; house master plus 2 aux zones; separate mic and house EQ; VU meters. Subharmonic Synth adds bass punch; Beat Synch LED's; Talkover dim/mute button; crossfader bypass; effects loop; sophisticated cue system allows Stereo Blend or Split Mono in headphones; mono subwoofer and light sync outs; tape dub outs with and without talkover. $749

GEMINI SOUND PRODUCTS
PMX-10 - 2 Channel "Scratchmaster" Mixer, 8" rack mount, 2 line inputs, cue fader, removable fader control, LED meters. $185
PMX-100 - 3 Channel Mixer, 19" rack mount, 3 phono and 3 line inputs, bass and treble controls, voice synthesizer for mic, removable and assignable fader. $227
PMX-150 - 3 Channel Mixer, 19" rack mount, 3 phono and 3 line inputs, 6 sound effects built in, voice synthesizer for mic, removable and assignable fader. $251
PMX-200 - 4 Channel Mixer, 19" rack mount, 3 phono and 4 line inputs, 2 mic inputs, 7 x 7 band equalizer for mic, removable and assignable fader. $395
PMX-250 - 4 Channel Mixer, 19" rack mount, 3 phono, 4 line and 2 mic inputs, 7 x 7 band equalizer, 6 built in sound effects, voice synthesizer for mic, cue fader, removable and assignable fader. $435
PMX-300 - 4 Channel Mixer, 19" rack mount, 3 phono, 4 line and 2 mic inputs, 7 x 7 band equalizer, built in echo, cue fader, voice synthesizer for mic, removable and assignable fader. $450
PMX-350 - 4 Channel Mixer, 19" rack mount, 3 phono, 4 line and 2 mic inputs, 7 x 7 band equalizer, built in sound effects and echo, voice synthesizer for mic, removable and assignable fader. $399
PDM-5008 - 4 Channel Sampling Mixer, 19" rack mount, 3 phono, 4 line and 2 mic inputs, built in 8-sec. sampler, 7 x 7 band equalizer, cue fader, LED meters, removable and assignable fader. $559
PDM-3004 - 3 Channel Sampling Mixer, 19" rack mount, 3 phono, 3 line and 2 mic inputs, built in 8-sec. sampler, bass and treble controls, removable and assignable fader. $410

JBL PROFESSIONAL
Urei 1620 - Music Mixer, 6 channels, 11 inputs, separate House, Booth, Tape and Headphone outputs. Flexible switching matrix. Optional microphone and Phono Preamp cards. $1,290

NUMARK ELECTRONICS
DM1975 - Preamp Mixer with 4 second sampler and four memory banks. CD quality sampling. 4 stereo inputs, 3 balanced and unbalanced outputs. DJ mic w/Bass, Treble and variable auto mute talkover, crossfader w/Beat Blend, source assignable EQ. $1,780
DM11775A - Mixer with Digital Sampling. Up to 4 seconds sampling and digital effects. Features 4 stereo line inputs, 2 phono and 2 mics, 6 band EQ, selectable processor loop, peak-hold LED VU. Bass and Treble controls on DJ mic. $1,229.50
DM1950 - Preamp Mixer with Aphex Aural Exciter*, 4-band graphic equalizer with 2 parametric controls. 4-channel beat indicator, variable talkover control. $1,089
DM1912 - Preamp Mixer, 6 Stereo inputs, 3 phono/line, 3 mic/line, source assignable EQ, additional DJ mic w/Bass, Treble and variable auto mute talkover, left and right assignable push button cueing, assignable crossfader w/Beat Blend. $1,090
DM1900 - Preamp Mixer, 6 Band equalizer. Inputs-4 Stereo, 1 Mono. Mix 3 Stereo Phono or 2 Stereo Phono, 2 Stereo Tape, plus 1 Line for mic. $854
DM1750RM - Preamp Mixer, 6 Band equalizer with ± 15 dB frequency controls. Fits EIA 19" Racks (standard rack size) 2 phono/line, 2 mic/line switchable inputs. Dual master gain. Fader and cue controls. $545
DM1700TX - Stereo Preamp Mixer with one second Digital Delay. Memory, reverberation, 6 band program equalizer, front panel, w phono/line, 2 mic/line switchable inputs. $709
DM1650RM - Studio mixer, 6 band equalizer, 2 phono/line, 2 mic/line switchable inputs. Dual master gain, fader and cue controls, talkover switch, dual LED multi-color VU meters. $545
DM1475E - Studio Preamp/Mixer with 8 second digital sampler featuring 3 stereo phono/line 1 tape line, plus master level control, 1 mic with low cut separate left and right 6 band equalizer (EQ) with ± 15 dB assignable crossfader. $750
DM1275 - Preamp Mixer w/3 stereo inputs, 2 phono/line, 1 DJ mic/line, 2 band graphic EQ Push button cueing and talkover Heavy-duty transforming switches and crossfaders. $380
DM1175E - Preamp/Mixer featuring 3 stereo phono/line inputs, 1 stereo tape/line, stereo/mono switch, separate left and right 6 band graphic equalizer, assignable crossfader, push button cue system, VU meter. $350.
DM1150A - Pro Series Mixer, twin multi-color LED meters, 2 phono, 2 line inputs, 2 mic fader and cueing controls, Master gain. $310
DM1150E - Pro Series Mixer with 3V output, LED output indicators Max output with fader at center 2 Phono, 2 line inputs, 2 mic Fader and Cueing Controls. Master gain. $299
DM1075E - Preamp/Mixer featuring 3 stereo phono/line inputs plus master level. DJ mic with on/off switch stereo/mono switch separate Bass and Treble controls, assignable crossfader, push button cue system, VU meter, recorder output. $240

PANASONIC PRO AUDIO SYSTEMS
WR-M10A - Disco mixer, up to 8 stereo inputs, mics can duck the music. $900
WR-S208 - 8 x 2 x 1 mixing console with 2 stereo inputs and R1AA, 3-band EQ, 3 effects loops, rack mount option. $1,750
WR-133 - 8 x 2 mixing console with R1AA inputs, true console but very simple to use, rack mount option. $1,290

PEAVEY ELECTRONICS
CDMIX™ 7032 - Professional DJ Mixer, 7 stereo inputs; 2 stereo outputs; 3-band stereo eq. made in USA. Assignable crossfade, Alps® studio-grade sliders and switches, cd/phono switchable

inputs; 19" 41 U-Rack mount chassis. $249.99
CDMIX™9072 - Professional DJ Mixer, 9 stereo inputs; 4 stereo outputs; 7-band stereo eq. made in USA. Assignable crossfade, manual/ auto voice-over; 2 mic inputs with 3-band eq; 2nd zone/ monitor facility; 19" 61 U-Rack mount chassis. $399.99

RANE

RANE MP24

MP24 - Mixer: 9 stereo inputs, multiple outputs, effects loops. Studio grade faders, mic and master eq, tunable meter. $1299

STANTON MAGNETICS
PMC 1000 - Commercial-use professional mixer, featuring DCM, high quality VCA. Customer replaceable modules. 6 Channel fully assignable. $3,695.95
PMC 890 - Top of the line Mobile/Nightclub DJ mixer with 12 inputs fully assignable crossfaders. 19 rack mount, 120V AC wired. User replaceable cross fader. $1,399.95
PMC 680 - The same high quality features of the PMC 650 plus a full featured 8 second digital sampler. 19 rack mount, 120V AC wired, 2 rubber hand rest pads. User replaceable cross fader. $979.95
PMC 600 - High quality mixer with a signal to noise ratio equal to the best. 19 rack mount, 120V AC wired, 120V AC wired. User replaceable cross fader. $379.95
PMC 500T - The "ultimate scratch mixer" - User replaceable crossfader and inputs. Compact size, AC/DC adaptor. User replaceable cross fader and input fader. $156
PMC 500 - An entry level pre-amp mixer which does not compromise on quality. Compact size, AC/DC adaptor, 2 rubber hand rest pads. User replaceable cross fader. $147

VESTAX PRO AUDIO (DJ Division)
PMC30 - Professional rackmount DJ mixer with 12 inputs (4 phono, 8 line), XLR mic input. Stereo 7 band EQ, Aux send and return on each channel, full monitoring capabilities, ***XPRESS*** crossfader system (see accessories), channel mute and variable ducking controls. $1,179
PMC20S - Professional rackmount DJ mixer with built-in Digital Sampler/Delay, 1 mic, 2 phono, 3 line inputs, 8 sec. sampler which can also be used as a Digital delay. ***XPRESS*** crossfader system, 5 band graphic EQ, effects send and return, Aphex Aural Exciter, and dual master outputs. $975
PMC20 - Professional DJ mixer with 1 mic, 2 phono, 3 line inputs. Aphex Aural Exciter, ***XPRESS*** crossfader system, 5 band graphic EQ, effects send and return for each program, dual master outputs, 19" rackmount adapters available (see accessories). $599
PMC10mkII - Professional compact DJ mixer. 5 band graphic EQ, ***XPRESS*** crossfader system, 5 stereo source inputs (2 phono, 3 line), LED level meters, pre-fade monitor selector, mic input. $349
PMC05mkII - Professional scratch DJ mixer. 4 stereo source inputs (2 phone, 2 line), ***XPRESS*** crossfader system, rubber scratch pads on each side of crossfader to support fast maneuvering, dual stereo outputs, pre-fade monitor selector. $249
PMC05T - "Trix" model pro scratch mixer. Same mixing facilities as PMC05mkII with the layout of controls designed by Trix, would famous European DJ, ***XPRESS*** crossfader system, bright color scheme matches that of Vestax DSG1 Sampler. $269

PROCESSORS

ASHLY AUDIO
CL50E - Mono Limiter-Compressor. $299.99
CL52E - Dual/Stereo Limiter-Compressor. $499.99
CG85E - Compressor-Limiter/Gated Release. $399.99

JBL PROFESSIONAL
7110 - Limiter/Compressor, Peak and/or Average Gain Reduction, Automatic Preset Mode, Single rack space, 1/4"/XLR/Barrier Strip balanced connectors. $495
5235 - Electronic Crossover, Stereo 2-way/Mono 3-way, Selectable Filter Points via Plug-in Cards, 1/4"/XLR inputs and outputs, HF level adjust, transformer option. $625

RANE
AC22 - Stereo 2-way crossover, electronic phase alignment, 24 dB/ oct slopes. $389
DC24 - Combination stereo limiter, compressor, noise gate, crossover. Built-in crossover for bi-amp operation and speaker protection. $549

VESTAX PRO AUDIO (DJ Division)
RVD900 - Digital Reverb with parameter controls. The RVD900 features 8 different reverb modes. Parameter controls include: Pre-delay, Pre-EQ, Decay, Filter, and Mix. These are used to shape the sound of each mode. $459
DIG400 - Digital Delay. The DIG400 Digital Delay has a range of up to 1,024 ms. Color control (EQ), Modulation control, Feedback control, and Bypass switch. $349

SPEAKERS

BAG END LOUDSPEAKERS
TA12 Series - 12" 2-Way Time-Aligned® Loudspeaker Systems. $690 - $776
TA-12 JR Series - 12" Compact 2-Way Time-Aligned® Loudspeaker Systems.. $546 - $594
TA15 Series - 15" 2-Way Time-Aligned® Loudspeaker Systems. $896
AF1 Series - 18" 3-Way Time-Aligned® Loudspeaker Systems. $1,360 - $1,590

COMMUNITY LIGHT & SOUND
RS220 - Ultra Compact 3-Way Trapezoidal live/Playback Loudspeaker, LF 2-8", MF 1-2", HF 1-1", PowerSense™ Driver Protection, High Output, Low Distortion Sound Quality, High Sensitivity, High Power Capacity. $1,160
VBS212 - Trapezoidal Rigged Subwoofer (use with RS220) 2-12". $995
VBS112 - MicroArray Trapezoidal Rigged Subwoofer (use with RS220) 1-12". $636
CSX70 - 3-Way sound Reinforcement Playback Loudspeaker, LF 4-12", MF 2-2", HF 3-PZT, PowerSense™ Dynamic Driver Protection. $1,195
CSX60B - Subwoofer System (used with CSX70) 4-15" with switchable LP/HP filter, PowerSense™ Dynamic Driver Protection. $1,034
CSX57 - 3-Way Sound Reinforcement Playback Loudspeaker, LF 2-15", MF 1-1", HF 1-PZT, PowerSense™ Dynamic Driver Protection. $695
CSX50B - Subwoofer System, 1-18" with Switchable LP/HP Filter, PowerSense™ Dynamic Driver Protection. $728
CSX38M - Stage Monitor, LF 1-15", HF 1-PZT, PowerSense™ Dynamic Driver Protection. $411
CSX35 - 2-Way Sound Reinforcement Playback Loudspeaker, LF 1-15", HF 1-PZT. Wall mounting bracket available. $395

CSX28M - Stage Monitor, LF 1-12", HF 1-PZT, PowerSense™ Dynamic Driver Protection. $355
CSX25 - 2-Way Sound Reinforcement Playback Loudspeaker, LF 1-12", HF 1-PZT. Wall mounting bracket. PowerSense™ Dynamic Driver Protection. $329
*The products listed above are also available in an Oak Finish Veneer (CSV).

ELECTRO VOICE
DeltaMax™ - Electronically Controlled Speaker Systems. Speakers are fully protected without any effect on total sound quality. $1,500
MT-4 - Manifold Technology® Speaker System. Outstanding output and clarity from boxes half the size of conventional concert systems. $8,365
MT-2 - Manifold Technology® Speaker System. 1/2 size version of MT-4, portable, easy set-up and strike, outstanding punch and clarity. $3,792

GEMINI SOUND PRODUCTS
MB-36S - 5-Way Speaker System, 100W RMS, 12" woofer, 4" x 10" horn, 3 peizos, carpeted and ported. $245
MB-410 - 4-Way Speaker System, 150W RMS, 15" woofer, 3 peizos, wheels, carpeted and ported. $275
MB-415 - 5-Way Speaker System, 150 W RMS, 15" woofer, 4" x 10" horn, 3 peizos, wheels, carpeted and ported. $305
MB-425 - 5-Way Speaker System, 175W RMS, 15" woofer, 15" x 7" super horn, 3 peizos, wheels, carpeted and ported. $376
MB-475 - 4-Way Speaker System, 175W RMS, 15" woofer, horn loaded cabinet, 4" x 10" horn, 2 peizos, wheels, carpeted and ported. $421
MB-550 - 7-Way Speaker System, 275W RMS, dual 15" woofers, 4" x 10" horn, 4 peizos, wheels, carpeted and ported. $522
MB-560 - 3-Way Speaker System, 275W RMS, dual 15" woofers, 15" x 7" super horn, wheels, carpeted and ported. $546
MB-565 - 8-Way Speaker System, 300W RMS, dual 15" woofers, 15" x 7" super horn, 5 peizos, wheels, carpeted and ported. $604

JBL PROFESSIONAL
MR802 - 12" 2-way Stage Monitor, 250W Cont. Pgm. SHG™ L.F. transducer, Bi-Radial® horn, titanium diaphragm driver. $575
MR805 - 15" 2-way Stage Monitor, 250W Cont. Pgm. $650
MR822 - 12" 2-way Compact Speaker System, 250W Cont. $550
MR825 - 15" 2-way compact Speaker System, 250W Cont. $595
MR-826 - 15" 2-way Horn-Loaded Speaker System, 250W Cont. $695
MR-835 - 15" 3-way Compact Speaker System, 250W Cont. $775
MR838 - 18" 3-way Speaker System, 250W Cont. Pgm. $895
MR815 - 18" Bass/Subwoofer System, 300W Cont. Pgm. SHG™ L.F. transducer, steel grille Tolex® finish, trapezoidal encl. $675
MR818 - 15" Bass/Subwoofer System, 300W, Cont. Pgm. $345
SR4704 - 15" 2-way Stage Monitor, 600W Cont. Pgm. VGC™ L.F. transducer, Bi-Radial® horn, titanium diaphragm driver. $TBD
SR4715N - Dual 15" Bass/Subwoofer System, 1200W Cont. Pgm. VGC™ transducers, carpet finish trapezoidal enclosure, $1,050
SR4718 - 18" Bass/Subwoofer System, 600W Cont. Pgm. $895
SR4722 - 12" 2-way Compact Speaker System, 600W Cont. Pgm. VGC™ L.F. transducer, Bi-Radial® horn, titanium diaphragm driver. $850
SR4725 - 15" 2-way Compact Speaker System, 600W Cont.$1,050
SR4735 - 15" 3-way Compact Speaker System, 300W Cont. $1,050
SR4738 - 18" 3-way Speaker System, 800W Cont. $1,550

NUMARK ELECTRONICS
M212C - 2 Way speaker for Dance Music. 150W RMS. Exponential Horn High Efficiency 97 dB, light weight at 40 lbs each for easy mobility. $395
D25C - Monitor Speaker cuts through high sound levels. 100W RMS Wide dispersion. Carpet covering. $250
M330C - 3-Way Speaker for Dance Music, 200W RMS, built-in dance music Frequency Response for extra "Low Thump" and extended range "sizzle". $550
PM330C - Self-contained speaker plus digital amplifier. Class D amp weights only 3 lbs., delivers 225W RMS, 15-inch high-power woofer, carpeted enclosure. $1,100

PANASONIC PRO AUDIO SYSTEMS
WS-A500 - High power mid/high speaker, compact, 38 lbs, tough plastic enclosure. $1,000
WS-A550 - Subwoofer for WS-A500 (required), compact, 35 lbs., tough plastic enclosure. $650
WS-A200 - High power system with 12" and horn, compact, 35 lbs., tough plastic enclosure, white or black. $590
WS-A240 - Subwoofer for WS-A200, WS-A80, compact 35 lbs., tough plastic enclosure, white or black. $510
WS-A80 - Mid-power system with 8" and horn, compact, tough plastic enclosure, white or black. $280
WS-A70 - Mid-power system with 8" and horn, wood box, white or black. $240
WS-A10 - Mid-power full range system, compact, tough plastic enclosure, white or black. $120
WS-SP2A - Crossover for WS-A550 or WS-A240 subs (required). $275

PEAVEY ELECTRONICS
DS™-1502 - Highly portable, Full Range enclosure; 63 lbs.; 1 x 15" and horn with 22A™ comp. driven; bi-ampable. 300w program; 150w continuous; 8 Ω; tuned, ported enclosure; recessed handles; stand mountable; 3/4" ply construction; carpet covered. $429.99
DS™-3003 - Quasi 3-Way Full Range, bi-ampable enclosure; 2 x 15" Black Widow® and 22A™ comp. driven CH™-2T horn. 600w Program, 300w continuous; 4 Ω; tuned, ported enclosure; recessed handles; 4-castors fitted; 3/4" H.D. ply construction; carpet covered. $749.99
DS™-1803 - 3-Way Full Range , bi-amp able enclosure, 1 x 18" Black Widow® and 22A™ comp. driven horn and HT™-94 super tweeter. 500w program, 250w continuous; 8 Ω; tuned, ported enclosure; recessed handles; tilt back wheels; 3/4" H.D. ply construction; carpet covered. $749.99
Above Peavey Products made in USA.

SOUNDTECH

SOUNDTECH S318EVII

B18DEV - 2-Way Full Range 18" woofer, horn driver, 8 Ω, 150W RMS, 600W peak, 18" cast frame EV, die-cast constant directivity horn. $599
S318EVII - 3-Way Full Range 18" woofer, STS compression driver, bullet super tweeter, 240W RMS, 800W peak, 18" cast frame EV Series II, EV constant directivity horn, bi-amp operation, 106 dB sensitivity. $1,000
1828CD - 3-Way Full Range 18" woofer, (2) 8" mid 4 Whorn tweeter, 260W RMS, 100W peak, 18" cast frame EV, high output mid/high module mounts above sub-woofer via pole bi-amp operation. $899
H15 - 2-Way Full Range 15" woofer, 90° by 40° die cast horn, 160W RMS, 8 Ω, compact, stand mountable. Available with cast frame STS or EV woofer. $380
R15 - 2-Way Full Range 15" woofer, 90° by 40° STS horn, 200W RMS, 8 Ω, stand mountable, horn level control, bi-amp operation. Available with cast frame - STS or EV woofer. $480

VESTAX PRO AUDIO (DJ Division)
VS1P - Powered 8 watt monitor speaker. Input 1 is selectable between -10 dB or 0 dB. Input 2 is -10 dB. Features separate Bass, Treble and Volume controls. Can be mounted on a standard mic stand using MSA2 adapter. $119
MS150S - 3-Way Non-powered monitor speaker. Rugged angle mount design, handles 100w continuous (150w max.). Frequency range 60Hz to 20k Hz. Can be mounted on standard mic stand using MSA1 adapter. $119
SPS323 - Professional 2-way speaker enclosures. 2-way enclosure with 8" woofer and 6" horn. Rated at 60W RMS, 120W max into 8 Ω. Frequency response 60 - 20k Hz. Suitable for sound reinforcement or monitoring. $249

TURNTABLES

GEMINI SOUND PRODUCTS
XL-BD10/XL-DD20 - Belt Drive Semi-Automatic Turntable, Start/stop button, strobe, pitch control, removable headshell, cartridge included, S-shape tone arm, aluminum platter. $162 / $254
XL-DD30/XL-DD5011/XL-1800Q II - Direct Drive Fully Manual Turntable, Start/stop button, strobe, pitch control, removable headshell, S-shape tone arm, XLR lamp adapter, aluminum platter. $276 / $350 / $499

NUMARK ELECTRONICS
TT1400/TT1600 - Quartz Synthesizer and Phase Lock Loop Circuit. Direct Drive Manual Turntable. $499.50 / $709

EXTRAS

AMERICAN DJ SUPPLY
SC-System - Low voltage switch system, 8 channel 15 amp switch system for lights, 8 channel comes with switch center, power supply and delay pace. $169.96
LTS-1 - 12' heavy tripod, black anodized aluminum, comes with tuft bar and two side bars with support arms. $189
LTS-6 - Tripod Stand 9' Ext. Black Steel, light stand with cross bar. $99

ANCHOR CONTINETAL
Stage Tape #680 - Cloth backed tape for securing cables and wires. Available in black and yellow, 4", 6", & 8" widths. $20, $30, $40 respectively

FURMAN SOUND
PL-8/PL-PLUS - Power Conditioner and Rack Light Modules. PL-8, 10 Amp; PL-PLUS, 15 Amp. Twin slide-out rack lights with dimmer, spike and RF filtering, master switch for entire rack. PL-PLUS has AC line voltage meter. $159 / $229
AR-117/AR-PRO - AC Line Voltage Regulators. AR-117, 15 Amp; AR-PRO, 30 Amp. Basic power conditioning plus voltage stabilization. AR-PRO can accept any voltage from 88 to 264, for truly worldwide mobility! $549 / $1,749
VU-40 - Stereo System Monitor. Twin LED type VU meters that can monitor line levels of amplifier power output levels. 3 line level choices and power out choices, set by switch matrix. $199
TX-3A - Electronic Crossover, 2-way stereo or 3-way mono. Economical; 12 dB/octave. $319
TX-324/TX-424/TX-524 - Electronic Crossovers: 2-way stereo/3-way mono; 3-way stereo/4-way mono; 4-way stereo. 24 dB/octave; limiters on each output; Near-Field/Far Field switch selects optimum filter type; low-cut filters; turn-on and turn-off muting. $419 / $549 / $679

GEMINI SOUND PRODUCTS
PVX-20 - Preamplifier, single space, 19" EIA rack mount. Bass and Treble controls, auxiliary, tuner, CD and phono inputs, low cut, mute, mono and loudness buttons, tape monitor. $299

METEOR LIGHT AND SOUND
VIB-64 - Video Interface Board. 64 channel Logic/Record Playback Interface. Allows you to record up to 64 low voltage control signals onto standard videotape along with an audio sound track, then replay the signal sequence synchronously with the music. $1,190
**All products are made in the USA.*

NUMARK ELECTRONICS
DD4000 - 4-Second Sampler/Digital Delay. Adds on to DJ's existing mixer, custom remixing, sample looping, digital echo effects, pre-slider source selection, headphone monitoring. $1,049
DD8000 - 8-Second Sampler/Digital Delay for DJ's. All the effects of DD4000 plus 8-seconds mono/4-seconds stereo selection, servo-balanced main outputs. $1,499
PM200 - 140/140 Watt Power Mixer. Built-in 5 band equalizer, 2 phono, 2 mic and 2 line inputs, DC speaker protection circuitry, input for remote talkover control. $900

PEAVEY ELECTRONICS
S-1™ - Accessory Tripod Stand for mounting DS-1502 speakers. $109.99
Illuminator™ Accessories - Complete line of accessories for Illuminator™ 600. Foot pedals; stand adaptors with brackets; spare lamps; multi-way power cords, etc. $Call
PV-Lite™ 300 Accessories - Complete line of accessories for PV-Lite™ 3000. Foot pedals; double light-power expander kit; spare lamps; gel, gel frames, etc. $Call

SHURE BROTHERS
SC35EJ - Studio Cartridge for phonographs for professional use - specially designed bearing assembly and beryllium shank. Exceptional tractability, extremely flat frequency response through the upper mid-range with a smooth roll-off at high frequencies. $78.30
SC35C - Studio Cartridge for phono - designed for heaviest and most rugged broadcast tone arms which require 4 to 5 grams. Stylus Assembly is rigid enough to withstand the punishment of back cueing, yet very compliant. $50

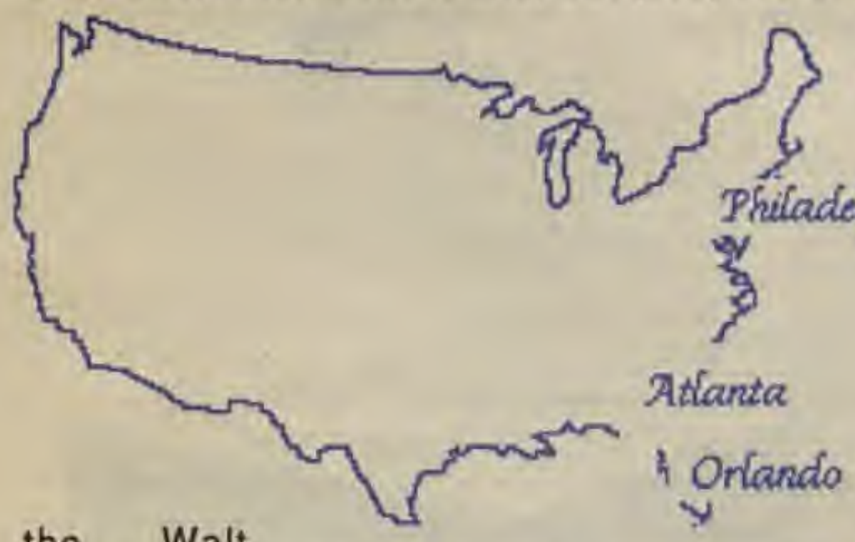
VESTAX PRO AUDIO (DJ Division)

Vestax DSG-1 Sampler
DSG1 - Stand alone 8 second Digital Sampler/Delay. Uses ADM sampling technology. Choose from 1-8 sec sample or 2-4 sec sample or 4-2 second samples. Delay mode gives 128-1024ms delay time. Stereo ins and outs, dry signal in/out switch, overload indicator. $479
***XPRESS** Replacement Crossfaders* - Two different crossfaders for each model. 20mm or 45mm crossfaders available for each DJ mixer. User can easily replace worn crossfaders in a matter of seconds. $CALL for specific model
SM1 - Vestax Skip Mats. Available in black, grey or red, with Vestax logo. $9.95
RM20 - Rackmount adapters for Vestax PMC20 DJ mixer. Designed to adapt the PMC20 DJ mixer to fit in a standard 19" rack. All the hardware needed is included. $19.95

Expo Update

Two DJ/Music Events Added to Fall Line Up

What could turn out to be one of the biggest music events of the year is scheduled for the Georgia World Congress Center in Atlanta, September 14th and 15th. Billed as the "'91 Atlanta Music Expo", the show will feature over 125 exhibits of sound equipment and musical instruments. Although this is not a "DJ Expo" per se, it should attract a good number of DJs from throughout the southeast. A sample of the exhibitors of special note to Mobile Beat readers (as well as DJs in general) include SOS Sound and Lighting, Numark, Peavey, Carver, Cerwin-Vega!, AKG, Anchor Continental and Apogee Sound. Dealers will find this Expo a great place to interact with other dealers, manufacturers and distributors of consumer and pro audio equipment. Clinics and seminars, including one by Robert A. Lindquist, Mobile Beat Publisher and Co-author of Spinnin' 2000: The Ultimate Guide To Fun and Profit as a Mobile DJ are also planned. Show hours are 11am to 9pm, September 14th, and, 11am-6pm September 15th. Admission is $8. For more information, contact Magnum Productions, Inc. 25 Bow Circle, Suite One, Hilton Head Island, SC. (803) 686-3737.



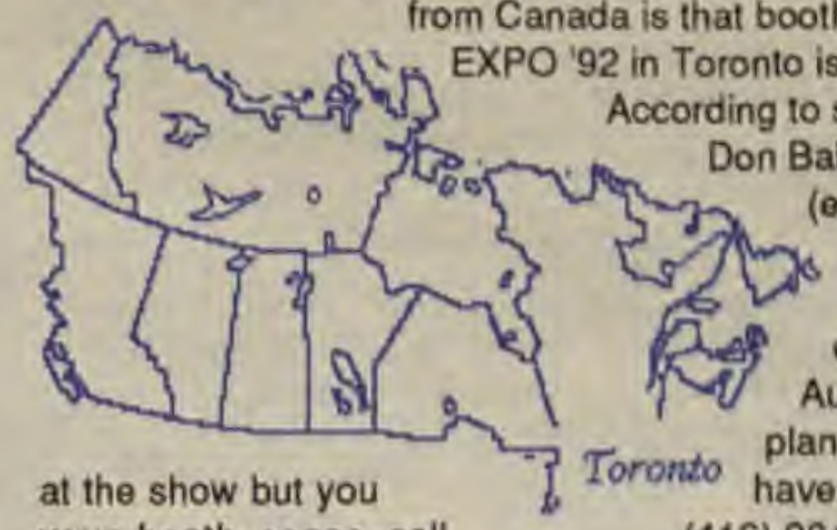
One month later, and a little further to the south, the 1991 DJ Expo East will be staged at the Walt Disney World Dolphin Hotel in Orlando Florida. Dates are October 14, 15, and 16 (Monday-Wednesday). This event will include exhibits by top name manufacturers of DJ sound and lighting equipment along with several seminars covering a variety of topics of interest to club and mobile DJs. Registration varies from $0 to $215 depending on when you register and what you want to see. More information on this show should be forthcoming so check "Expo Update" in our next issue or call the show's promoter, Testa Communications, at (516) 767-2500.

Philly Show Adds National Sponsors. It's official! Anheuser-Busch has signed on along with Sam Goody Musicland as co-sponsors of the upcoming DJ FORUM scheduled for September 27-29 at the Valley Forge Convention Center (just outside Philadelphia, PA). If you still haven't registered for this event, do it soon. Over 100 exhibitors will be on hand to demonstrate and display the latest in DJ equipment, accessories and related items. Registration is $25 for the entire three day show, which includes all seminars and workshops. Special lodging prices are available. For more information, see the Ultimate Entertainment Ad in this issue or call 1-800-899-6727.

MOBILE BEAT TRIVIA:

Q) WHAT WAS THE MOST REQUESTED SONG ON ARMED FORCES RADIO DURING THE PERSIAN GULF WAR?
A) *FROM A DISTANCE* BY BETTE MIDLER

Toronto Show Space Going Fast. The report from Canada is that booth space for EXPO '92 in Toronto is selling fast. According to spokesperson Don Baker, floor space (exhibit hall and sound rooms) should be sold-out by late August. If you're planning on exhibiting at the show but you haven't yet reserved your booth space call (416) 284-6591 as soon as possible. Topics for seminars, discussion groups and workshops are now being put together. Check your next edition of Mobile Beat (October/November) for a registration form for the January event.



HAVING ONE OF THOSE NIGHTS WHEN THE CROWD IS ABOUT AS MUCH FUN AS A FLAT ON A FREEWAY? IT CAN HELP TO REMIND YOURSELF THAT IF THEY AREN'T COMPLAINING AND THEY AREN'T LEAVING **IT'S PROBABLY NOT YOUR FAULT!**

RETAILERS!

Transform 1/2 square foot of counter space into hundreds of $$$ of additional profit! MOBILE BEAT MAGAZINE sells itself in DJ supply stores and record / tape / CD shops! Call today for dealer information and **receive this attractive counter display free with your first order!**

(716) 586-0315

Ultimate Entertainment Presents:

The 1991 EAST COAST DJ FORUM

Valley Forge Convention and Exhibit Center, King Of Prussia, Pennsylvania

30 Minutes From Philadelphia

September 27 through September 29, 1991

Friday 4PM - 9PM
Saturday 10AM - 9PM
Sunday 11AM - 6PM

ULTIMATE entertainment

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Equipment Demonstrations and Displays.
DJ Success Seminars, Workshops and Discussion Groups.
Business Tips - Legal, Accounting, and Insurance Advice.
Guest Speakers and MUCH, MUCH MORE!

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$50 Coupon books from Sam Goody Musicland
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1-800-899-6727
(OUTSIDE 215)

ULTIMATE ENTERTAINMENT PRESENTS "THE 1991 EAST COAST DJ FORUM"

All Disc Jockeys and their associates, Night Club and Bar Owners, Music Dealers and Retailers are cordially invited to attend the Forum. It will be held at the Valley Forge Convention & Exhibit center, King of Prussia, PA on September 27, 28, & 29, 1991.

See the latest technology of the following products and services: Speakers, Amps, Mics, Mixers, CD Players, Karaoke, Lighting Effects, Insurance, Advertising Novelties, Accessories and much much more!!! Join in our interesting variety of workshops and discussion groups. Major record labels and Hot dance acts will be represented. Numerous promotional give-aways are scheduled, including - $1,000 gift certificate to a major record store - 2 CD 6020 Numark Dual Transport CD Players - Sam Goody-Musicland discount books. Discount rates for hotels and air fares have been arranged.

Show Times: Friday September 27, 1991 - 4 PM - 9PM
Saturday September 28, 1991 - 10AM - 9PM
Sunday September 29, 1991 - 11 AM - 6PM

Please return registration form with your payment to:
ULTIMATE ENTERTAINMENT
407 AVENUE C
HORSHAM, PA 19044
215-675-6727 in PA
800-899-6727 nationwide

3 DAY FORUM BADGE(covers 1, 2 or 3 days)
$25.00 pre-registration
$40.00 on-site registration

You may pre-register by mail until September 15, 1991. Any registrations received after this date will be held and registrants may pick up their badges at the show. You will receive air fare, car rental information, and driving instructions by return mail.

REGISTRATION FORM

NAME _____ COMPANY _____

ADDRESS _____ CITY/STATE/ZIP _____

PHONE _____ CHECK ____ MONEY ORDER ____ VISA/MASTERCARD____
please circle card

Please indicate: Disc Jockey ___
Night club/Bar ___
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beat BREAK

by JB Bryant

We invite all readers to send in any and all DJ/ Music related quips, quotes, limericks and jokes to:

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A 90'S KIND OF ELVIS

Mike Albert never planned to become an Elvis impersonator.

He merely dressed up as Elvis for a party. But when a sly DJ popped on an instrumental tape of Elvis standards, Mike just had to sing.

After accepting the challenge, Mike was so successful that he went on to enter various contests, winning the 1989 Elvis Olympics. From there Mike went on to star in Memphis and later appeared on "A Current Affair" in full regalia. Mike's favorite custom-made suit cost him $4,500 (it was made from a pattern belonging exclusively to Elvis). In 1990, Mike recorded the LP "If" featuring songs that Elvis might be singing today, "if"... and includes tunes penned by Bruce Springsteen and Kenny Rogers. For more information regarding Mike, contact: Steve Cantin of Larger Than Life, 300 State Street, Westerville, Ohio 43081 (614) 523-0000.

TO BOLDLY GO WHERE NO RECORD COMPANY HAS GONE BEFORE.

What? You've never heard Eddie "Green Acres" Albert sing "Proud Mary" ? Well check out Rhino Records' 1988 release of "Golden Throats: The Great Celebrity Sing-Off". With stars like William Shatner & Leonard Nimoy--along with other celebs such as Andy Griffith, Jack Webb and Mae West-- this recording is bound to please anyone who's ever craved a "wonderful-horrible" experience.

No thanks, I'd much rather have a Mutant Ninja...

Immobile New York DJ's Flo & Eddy (WXRK) never tire of hearing the tunes that put them on the charts in their former "Turtles" lives. New Yorkers tuning in on weekday afternoons are sure to hear " Happy Together" and "Eleanor"- or on special occasions, BOTH.

And what about those lucky trivia contest winners? Flo & Eddie generously give out Turtle's CDs for prizes.

Some Practical Advice from Teddy:

Do what you can
with what you have
with where you are

-Theodore Roosevelt

"The Elvis delirium that gripped the nation once he died says a lot about a certain segment of the American psyche. A lot of people loved Hendrix, but nobody says they saw him at the Steak 'n' Shake or the Wal-mart."

Vernon Reid

Living Color Guitarist *Don't look now, Vern....Ed.*

DID HENDRIX REALLY VISIT THE QUEEN?

Cleveland June 21

With all of the hoaxes and derision surrounding Elvis sightings, Charlene Callahan was hesitant to report her encounter with rock star Jimi Hendrix.

" But I saw him alright" said Callahan. "He was at the Dairy Queen on Lorain Road". Ms. Callahan said she was absolutely positive that she had seen the superstar. "He didn't really die you know", she added.

Callahan's encounter with Hendrix makes the 2,578th reported sighting since his reported death in November of 1970. The appearance was also corroborated by several Dairy Queen employees.

"He does come here, but not often" said one. Another volunteered: "Hendrix always orders a sundae with those little multicolored sprinkles all over it--he calls it his "psychedelic sundae".Even DQ manager, Jerome Hayes is experienced: "Hendrix calls me 'Purple' instead of Jerome --I don't get it, but that's OK."

HAVE YOU SEEN THIS GUEST?

Thirteen martinis later, Suzie demands to hear "Brand New Key" by Melanie.

PRO FILES

"THE GOOD TIMES IN THE 'STRAWBERRY CAPITAL' "

Duane Lee (r) with prize winner at a Good Times Entertainment seminar.

Up the coast from Los Angeles sits Oxnard, California: "The Strawberry Capital of The World". To west coast DJs, Oxnard is better known as the home of Good Times Entertainment.

In 1978, Duane Lee was working full-time as an electrical engineer and part-time as a TOP 40 radio and club DJ. Backed with a burning desire to be self-employed, he combined these interests into one and created *Duane Lee's Mobile Disco* . Eight years later, *DLMC* was operating with a full-time office manager and ten DJ/Technicians. In 1989, Lee opened Good Times Entertainment* and moved into the retail side of the DJ business.

Today Duane primarily manages the retail store. The Mobile DJ side is managed by Dave Elliot, who spends most of his time booking gigs for the company's twelve in-house DJ/Technicians. The overflow goes to other DJs who frequent the store. Lee says, "We believe in supporting the customers who support us".

Even with the southern California economy "soft", according to Lee, Good Times Entertainment is continuing to expand. He says, "We are always looking for new and innovative products which will help our customers to be the best they can. I love new toys and personally test everything to make sure it lives up to the manufacturer's claims. If there's one thing we've learned about the DJ business, it's that you never get a second chance to make a great first impression!"

** Good Times Entertainment is presently located in a 2,250 square foot showroom and warehouse in the Oxnard Auto Center District just off the Ventura Freeway.*

"A PARTYMASTER FROM DETTELBACH TO ANTIOCH"

It would be inconceivable for Mobile Beat to print an article about "California DJs turned DJ suppliers" without mentioning Ron Abbott, owner of "The Party Masters Nationwide Disc Jockey Supply Store". Operating from a comfortable storefront on the main drag in Antioch, (which is a tick over an hour inland from San Francisco) Ron talks with confidence and commitment about his goals for the future. "Five years from now", he says, "I would like to have several dealerships across the country. Each dealer will operate a Mobile DJ service, A DJ School and a retail store".

Although it's tempting to dismiss such talk as one man's fantasy, Abbott has already accomplished his goal on several levels. Along with his retail store, he operates a training school and manages a DJ service with a staff of twelve. These achievements are attributed mostly to his positive and enthusiastic attitude, dedication to his goals, constant thirst for new information and a well-developed ability to rise over adversity. Now he's faced with the challenge of duplicating his success in other markets.

Like many DJs, Abbott's earliest experiences behind the tables go back to his high school days playing for sock hops and dances after the "game of the week". Following graduation, he entered the Army where, during off-hours, he spun tunes in several clubs, including "Club Dettelbach" in Dettelbach, Germany. After four years and nine months, Abbott re-entered civilian life as a federal police officer working for the Justice Department in the Marshall Islands. Two years later, he returned to California and joined the Contra Costa County police force. Throughout his years behind a badge, he continued to DJ on the road, in clubs, and on radio.

"When I started the DJ supply store, the growth cycle of this industry was at the ground floor level, but there's still plenty of opportunity. I get calls from DJs everyday. I don't mind in the least answering their questions, especially when they know what they're talking about. What does get a little annoying are DJs who don't take the time to 'learn the business'. It's much easier for me to discuss the 'ins and outs' of running a DJ service with someone who has done their homework". He continues, "The real professionals are the ones who are in this business for the long term and have already learned the importance of seeking out new information while sharing the information and experience they have personally acquired along the way".

Along with being a veteran DJ and contributor to Spinnin' 2000: The Ultimate Guide To Fun and Profit As A Mobile DJ, (published by LA Communications)., Abbott is presently serving on The Mobile Beat Board of Advisors. The Party Masters Nationwide DJ Supply Store is located at 604 West 2nd Street in Antioch, California.

CONGRATULATIONS TO:

Andrea Vincent, who was recently added to the staff of Party Music, Inc., a Minneapolis based professional Disc Jockey service. Vincent comes from KDWB-FM (Minneapolis) where she handled the mid-day shift and served as director of artist relations. Her duties as a member of the Party Music management team will include arranging and promoting events for radio stations and nightclubs, and servicing corporate accounts and fund raisers.

Jesse Walsh, former director of advertising for Electro-Voice. Walsh recently started Jesse Walsh Communications in Buchanan, MI. The full service advertising and PR firm's specialty is the pro audio market.

Victor Banakas and Jake Weisling on the grand opening of **Behind The Groove Music and DJ Supplies**, in San Fernando, CA.

IT WORKS!

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KING OF PRUSSIA, PA
(800)-899-6727

OCTOBER 4-7
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OFF-BEAT

DR. SHOCK JOCK SEZ:

Mobile Beat

Some of you really disappoint me! First off, I thought I'd have a little fun last time at the expense of the growing number of Mobile DJs, like me, who are over 40. Would you believe that some actually wrote in and accused me of insulting them? One guy claimed he could out-spin me and challenged me to a "Spin-off"! This was after he called me a "polyester-wearing moron and told me to kiss his vinyl spinning butt"! I'd take him up on it but I just sold my "Hula-Hoop" at a garage sale. By the way, Lady Miss Keir Kirby is the lead female vocalist for Deee Lite. I'm shocked at how many of you didn't know that (and you say I'm out of touch!).

Moving right along, I personally sent out several hundred copies of Mobile Beat to impress my friends and relatives who always said I'd never amount to much. Really, Mom and Dad, I'm getting paid BIG BUCKS to do this. The point is, after licking all those stamps, the only conclusion I came up with is that DJs in Utah are more interested in winning the Numark CD player than subscribing to Mobile Beat, but I could be wrong.

I know most of you read this column because you have a lot to learn about the DJ business, and old Dr. Shock Jock is the only one you'd ever trust to give it to you straight. If you were making any attempt at all at marketing your DJ service during the winter and spring, chances are good that you've been doing your fair share of weddings lately. One of the things that really bugs me is how many Mobile DJs are streamlining the wedding reception formalities. In the good old days, when we played a reception, we really made a big production out of it! This was especially true of the "special dances".

Like most of you still do, we'd start off with a song for the bride and groom followed by a number for the bridal party and then "Daddy's Little Girl" for the bride and her pop. After this, we'd play something appropriate for the groom and his mom.

If the bride was particularly close to a brother or uncle, we'd introduce that dance next. This would also be the time for the groom to dance with one his brothers, a sister from out-of-town or his great aunt that used to pinch his cheeks and call him "Spunky". For the next dance, we would have the groom's brother dance with the bride while the groom danced with one of the bride's aunts. The bride's sister would be paired with the uncle who the bride was particularly close to while the groom's dad danced with the great aunt who use to pinch the groom's cheeks and call him "Spunky".

The next dance would introduce the bride with one of the groom's uncles from out-of-town. The groom would dance with the bride's mother's daughter's friend from college. The bride's sister would be coupled with the husband of the groom's great aunt who used to pinch his cheeks and call him "Spunky". The groom's dad would dance with the lady who decorated the cake, The Maid of Honor would dance with the Limo driver and the Best Man would dance with the stripper from the stag party. This would be followed by the dollar dance.

As you can imagine, we were able to pretty much fill up an entire four hour reception with special dances. The point is, it worked! No one dared leave the hall, (including the waitresses) for fear that they would miss out on their "Special Dance" with the bride, groom or, for that matter, anyone listed in the local phone book.

Something else that's bothering me is . . .I don't think the editors are giving me ALL of my fan mail, and that brings up the point of OBSCENITY AND CENSORSHIP! Here it is, the third issue of Mobile Beat and not a single, down and dirty four letter word! I believe it's essential all DJs know which tunes have the greatest number of O.P.M.s (Obscenities Per Minute). What's a wedding reception without offending a few of the guests? Why not all of the guests? Hey, I may not get my check, but they'll never forget me! Anyway, if the people who write this magazine can't interview a few famous O.P.M.ers (especially when you consider the high O.P.M. numbers some artists go for), you'd think they could at least print some photos of Madonna.

Speaking of photos. Many of you have written in requesting my photo be published in this column. Well, here's one from early in my career. I'm not sure

of the date, but judging from the party hat, I believe it was New Year's Eve. This single turntable system was state-of-the-art at the time, but cueing was a real pain. Here I'm demonstrating how, if you placed one hand on the turntable and pulled your ear out at a 45 degree angle, it was possible to "catch a buzz" now and then.

Dr. Shock Jock is an occasional contributor to Mobile Beat who has been in the business for more years than he's willing to admit. He's best known for his annual appearances at the Alamedahaha Junior-Senior High School mid-Winter Semi-formal Carnival Dance and at the annual "Swedish/Hawaiian Day Mixed Doubles Golf Tournament and Frog Toss (when they shoot off the big cannon) sponsored by the Wigama Higgins High Order of Illuminaryians, of which American Top 40's Shadoe Stevens is Grand Leader Emeritus. Mobile Beat in no way supports the views of the Good Doctor or condones his behavior.

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